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DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, DECEMBER, 1936

In recent years the Dominion Bureau of Statistics has published monthly indexes of retail sales based on reports received from department and chain stores. The sales figures for these types of stores are influenced by the predominance of large urban centres. There was need of an index measuring more specifically sales in rural communities. This is now available in statistics just issued showing changes in the value of retail sales in country general stores.

Retail sales of general merchandise stores in small towns and rural areas for December, 1936, showed increases over December, 1935, in all sections of Ontario and the Prairie Provinces, according to data submitted by almost 400 independent country general stores located in these provinces. Increases over December, 1935, varied greatly for different regions and ranged from 2.8 per cent for Western Ontario to 21.1 per cent for the northern sections of Alberta. Increases for the various divisions for which figures are available are as follows: Ontario East, 7.5 p.c.; Ontario North, 6.2 p.c.; Ontario West, 2.8 p.c.; Manitoba, 15.5 p.c.; Saskatchewan North, 15.8 p.c.; Saskatchewan South, 5.8 p.c.; Alberta North, 21.1 p.c., and Alberta South, 5.0 p.c.

These increases for December are in marked contrast with the decreases shown for all regions except Ontario East in the corresponding comparison for November, 1936, with November, 1935. In this comparison, decreases below 1935 ranging from 1.6 per cent for Ontario North to 15.8 per cent for Alberta South were recorded. Percentage changes for each of the other divisions are shown in the table.

Such calendar month comparisons of retail sales are largely influenced not only by differences in numbers of business days but also by the occurrence of varying numbers of Saturdays in different months. There were 26 business days in November, 1935, and these included 5 Saturdays; there were 25 business days in November, 1936, with only 4 Saturdays. The two Decembers were alike in respect of number of business days and number of Saturdays. As no adjustments are yet available for number of business days, the varying sales importance of week days or for seasonal variations, these factors must be kept in mind when interpreting the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

Percentage Change in Country General Store Sales, November and December, 1935 and 1936, by Regions

Regions	November 1936 / November 1935		December 1936 / December 1935	
	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales
Ontario East	38	+ 2.6	41	+ 7.5
" North	38	- 1.6	41	+ 6.2
" West	31	- 4.1	34	+ 2.8
" Total	107	- .9	116	+ 5.7
Manitoba, Total	52	- 6.5	47	+15.5
Saskatchewan North ...	42	-10.1	47	+15.8
" South ...	50	-11.3	43	+ 5.8
" Total ...	92	-10.7	90	+11.4
Alberta North	47	-14.7	58	+21.1
" South	61	-15.8	64	+ 5.0
" Total	108	-15.5	122	+10.3

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CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, JANUARY, 1937

Retail sales of general merchandise stores in small towns and rural areas registered moderate gains in January, 1937, compared with the same month a year ago in all sections of Ontario and the Prairie Provinces. Increases over January, 1936, varied considerably for different regions, the percentage changes ranging from an increase of .7 per cent for the southern part of Alberta to an increase of 16.3 per cent for the eastern part of Ontario. Increases for the various divisions for which figures are available are as follows: Ontario East, 16.3 p.c.; Ontario North, 10.2 p.c.; Ontario West, 1.2 p.c.; Manitoba, 8.0 p.c.; Saskatchewan North, 5.7 p.c.; Saskatchewan South, 5.9 p.c.; Alberta North, 10.3 p.c., and Alberta South, .7 p.c.

These percentage changes are based upon returns sent in by approximately 400 country general stores located in the smaller towns and rural areas of Ontario and the Prairie Provinces. Similar data for the other provinces of the Dominion will be published in the near future.

Calendar-month comparisons of retail sales are largely influenced not only by differences in numbers of business days but also by the occurrence of varying numbers of Saturdays in different months. There were 26 business days in January, 1936, and these included four Saturdays. There were only 25 business days in January of this year but these included five Saturdays. As no adjustments are yet available for number of business days, the varying sales importance of week days or for seasonal variations, these factors must be kept in mind when interpreting the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

Percentage Change in Country General Store Sales, by Regions

Regions	November 1936 / November 1935		December 1936 / December 1935		January 1937 / January 1936	
	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales
Ontario East	38	+ 2.6	41	+ 7.5	46	+16.3
" North	38	- 1.6	41	+ 6.2	42	+10.2
" West	31	- 4.1	34	+ 2.8	36	+ 1.2
" Total	107	- .9	116	+ 5.7	124	+10.0
Manitoba, Total ..	52	- 6.5	47	+15.5	48	+ 8.0
Saskatchewan North	42	-10.1	47	+15.8	47	+ 5.7
" South	50	-11.3	43	+ 5.8	46	+ 5.9
" Total	92	-10.7	90	+11.4	93	+ 5.8
Alberta North	47	-14.7	58	+21.1	46	+10.3
" South	61	-15.8	64	+ 5.0	65	+ .7
" Total	108	-15.5	122	+10.3	111	+ 3.6

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DOMINION BUREAU OF STATISTICS - OTTAWA.

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Chief, Trade Branch:
Ernest H. Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF RETAIL STORE SALES, JANUARY, 1938.

Retail sales of general merchandise stores in small towns and rural areas registered seasonal gains in January, 1937, improved with the same month a year ago in all sections of Ontario and the Prairie Provinces. Increases over January, 1936, varied considerably for different regions, the percentage changes ranging from an increase of 17 per cent for the northern part of Alberta to an increase of 4.3 per cent for the eastern part of Ontario. Increases for the province as a whole are available for which figures are available are as follows: Western Ontario, 1.7 p.c.; Eastern Ontario, 10.2 p.c.; Ontario west, 1.2 p.c.; Manitoba, 5.0 p.c.; Saskatchewan north, 6.7 p.c.; Saskatchewan south, 5.4 p.c.; Alberta north, 10.3 p.c., and Alberta south, 7 p.c.

These percentage changes are based upon returns sent in by approximately 600 country general stores located in the smaller towns and rural areas of Ontario and the Prairie Provinces. Similar data for the other provinces of the Dominion will be published in the near future.

Calendar-month comparisons of retail sales are largely influenced and only by differences in numbers of business days in the month and by the occurrence of varying numbers of Saturdays in different months. There were 26 trading days in January, 1938, and there included four Saturdays. There were only 25 trading days in January of this year but there included five Saturdays. As no adjustments are yet available for number of weekend days, the varying sales comparisons of week days or for seasonal variations, these factors must be kept in mind when interpreting the percentage changes in sales as reported by country general stores.

Sales in country stores over all did not provide as the previous lying most [illegible] and clothing and accessories and [illegible] country stores, showed [illegible] Saskatchewan [illegible] and all [illegible] stores. Clothing [illegible] indicates all the [illegible] of the province. Saskatchewan [illegible] stores showed [illegible] of the province lying south of a line running from Yorkton to Lloydminster. Saskatchewan north includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Edmonton.

Percentage Changes in Country General Stores Sales, by Regions

Regions	November 1936 compared with November 1935		December 1936 compared with December 1935		January 1937 compared with January 1936	
	Number of stores reporting	Percentage change in sales value	Number of stores reporting	Percentage change in sales value	Number of stores reporting	Percentage change in sales value
Ontario East	48	+ 2.6	41	+ 1.5	46	+16.3
" North	30	- 1.0	42	+ 6.2	42	+10.2
" West	31	- 4.1	34	- 3.8	36	+ 1.2
" Total	107	- .2	116	- 2.7	124	+10.0
Manitoba, Total ..	32	- 6.6	47	+16.5	48	+ 8.0
Saskatchewan North	42	-11.1	47	+22.6	47	+ 5.7
" South	50	-11.5	43	- 5.8	46	+ 5.4
" Total	92	-10.7	90	+11.4	93	+ 5.6
Alberta North	47	-14.7	38	-21.1	46	+10.3
" South	57	-12.8	64	+ 3.0	66	+ .7
" Total	104	-13.7	102	+10.3	112	+ 3.4

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CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1937

General merchandise store sales in the smaller towns and rural areas of Ontario and the Prairie Provinces continue to show improvement this year as compared with last, according to monthly returns for February sent in by a representative number of country general stores located in these provinces. The relative standing of February this year compared with last varied considerably for different regions, the percentage change in sales ranging from a decline of 4 per cent in Southern Alberta to an increase of 15.7 per cent for the eastern portion of Ontario. Percentage changes in sales for the various divisions, for which figures are available, are as follows: Ontario East, + 15.7 per cent; Ontario North, +3.8 per cent; Ontario West, + 3.5 per cent; Manitoba, + 1.9 per cent; Saskatchewan North, + 1.1 per cent; Saskatchewan South, + 7.7 per cent; Alberta North, + 9.1 per cent; and Alberta South, - 4.0 per cent.

These percentage changes are based upon calendar month sales totals and no allowances are made for the extra Saturday in February of last year. Were allowance made for this factor, sales for February, 1937, would make a considerably better showing when compared with 1936. As no adjustments are yet available for number of business days, for the varying sales importance of different week days or for seasonal variations, these factors must be kept in mind when using the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

Percentage Change in Country General Store Sales, by Regions

Regions	December 1936 / December 1935		January 1937 / January 1936		February 1937 / February 1936	
	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales
Ontario East	41	+ 7.5	46	+16.3	43	+15.7
" North	41	+ 6.2	42	+10.2	42	+ 3.8
" West	34	+ 2.8	36	+ 1.2	33	+ 3.5
" Total	116	+ 5.7	124	+10.0	118	+ 7.5
Manitoba, Total ...	47	+15.5	48	+ 8.0	49	+ 1.9
Saskatchewan North	47	+15.8	47	+ 5.7	39	+ 1.1
" South	43	+ 5.8	46	+ 5.9	45	+ 7.7
" Total	90	+11.4	93	+ 5.8	84	+ 4.1
Alberta North	58	+21.1	46	+10.3	43	+ 9.1
" South	64	+ 5.0	65	+ .7	55	- 4.0
" Total	122	+10.3	111	+ 3.6	98	(x)

(x) No change.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MARCH 1937

(Value of Turnover in Comparison with Previous Year)

Retail trade in small towns and rural areas was up 13.7 per cent in value in March this year compared with last, according to returns submitted by more than 600 country general stores located in all sections of the country. All provinces shared in the improvement recorded over last year, an improvement which must be attributed at least in part to the early date of Easter this year and the consequent concentration of the holiday business in the month of March. Gains in retail sales were generally higher for the central part of the Dominion than in either the Maritime Provinces or the Far West. Percentage increases over last March for the different provinces are as follows: Maritime Provinces, 10.2 p.c.; Quebec, 16.2 p.c.; Ontario, 13.6 p.c.; Manitoba, 16.4 p.c.; Saskatchewan, 14.0 p.c.; Alberta, 9.3 p.c., and British Columbia, 8.8 p.c.

These percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days in the week. The effect of the changing date of Easter has already been mentioned.

With this report, data on monthly retail sales for country general stores in all sections of the country are published for the first time. Details for the various regions are shown below. Quebec South includes that portion of the province situated to the south of the St. Lawrence River; Quebec North takes in the remainder of the province. Sales in Ontario East cover all that portion of the province lying east of York and Simcoe Counties and south of Nipissing and Parry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin. The Maritime Provinces, Manitoba and British Columbia are not further subdivided.

Percentage Change in Country General Store Sales, by Regions

Region	January 1937 / January 1936		February 1937 / February 1936		March 1937 / March 1936	
	Number of stores reporting	Per cent change in sales(1)	Number of stores reporting	Per cent change in sales(1)	Number of stores reporting	Per cent change in sales(1)
Maritime Provinces	(X)	(X)	(X)	(X)	110	10.2
Quebec South	(X)	(X)	(X)	(X)	45	11.1
" North	(X)	(X)	(X)	(X)	37	21.0
" Total	(X)	(X)	(X)	(X)	82	16.2
Ontario East	46	16.3	43	15.7	40	17.4
" North ...	42	10.2	42	3.8	37	14.4
" West	36	1.2	33	3.5	35	7.8
" Total ...	124	10.0	118	7.5	112	13.6
Manitoba	48	8.0	49	1.9	48	16.4
Saskatchewan North	47	5.7	39	1.1	49	13.6
" South	46	5.9	45	7.7	45	14.6
" Total	93	5.8	84	4.1	94	14.0
Alberta North ...	46	10.3	43	9.1	43	17.6
" South ...	65	.7	55	-4.0	61	5.6
" Total ...	111	3.6	98	0.0	104	9.3
British Columbia.	(X)	(X)	(X)	(X)	61	8.8
CANADA	(X)	(X)	(X)	(X)	611	13.7

(1) Except where indicated, the percentage change represents an increase.
(X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, APRIL, 1937

(Value of Turnover in Comparison With Previous Year)

Retail sales in small towns and rural areas for April were about 9 per cent higher in dollar volume than for April, 1936, according to returns submitted by some 550 country general stores located in all sections of the country. This compares with an increase of 8.5 per cent for urban trade reflected in monthly sales of chain and department stores.

Of the geographic divisions, Alberta North, with a 14.1 per cent increase, showed the greatest improvement from April, 1936, followed by Quebec South with an increase of 13.7 per cent. Ontario West, with an increase of 1.7 per cent, showed the least improvement over April a year ago. Percentage changes in country general store sales for the various provinces between April, 1937 and 1936, with corresponding comparisons between March, 1937 and 1936, in brackets, are as follows: Maritime Provinces, 9.7 p.c. (10.2 p.c.); Quebec, 13.1 p.c. (16.2 p.c.); Ontario, 4.9 p.c. (13.6 p.c.); Manitoba, 10.0 p.c. (16.4 p.c.); Saskatchewan, 9.1 p.c. (14.0 p.c.); Alberta, 6.3 p.c. (9.3 p.c.); British Columbia, 8.4 p.c. (8.8 p.c.); Canada totals, 8.9 p.c. (13.7 p.c.).

These percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Details for the various regions are shown below.

Percentage Change in Country General Store Sales, by Regions

Region	Per cent Change in Sales (1)			April 1937 / April 1936	
	January 1937/1936	February 1937/1936	March 1937/1936	Number of stores reporting	Per cent change in sales (1)
Maritime Provinces	(X)	(X)	10.2	86	9.7
Quebec South	(X)	(X)	11.1	34	13.7
" North	(X)	(X)	21.0	37	12.7
" Total	(X)	(X)	16.2	71	13.1
Ontario East	16.3	15.7	17.4	35	6.7
" North	10.2	3.8	14.4	35	6.0
" West	1.2	3.5	7.8	31	1.7
" Total	10.0	7.5	13.6	101	4.9
Manitoba	8.0	1.9	16.4	48	10.0
Saskatchewan North	5.7	1.1	13.6	45	9.3
" South	5.9	7.7	14.6	49	9.0
" Total	5.8	4.1	14.0	94	9.1
Alberta North	10.3	9.1	17.6	43	14.1
" South	.7	- 4.0	5.6	62	3.4
" Total	3.6	0.0	9.3	105	6.3
British Columbia	(X)	(X)	8.8	53	8.4
CANADA	(X)	(X)	13.7	558	8.9

(1) Except where indicated, the percentage change represents an increase.
(X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MAY, 1937

(Value of Turnover in Comparison With Previous Year)

Sales of general merchandise in small towns and rural areas for May were 8 per cent higher in dollar volume than for May, 1936, according to returns submitted by some 550 country general stores located in all sections of the country. The improvement was similar in extent to that recorded for urban trade as reflected in monthly returns from chain and department stores.

Marked improvement in rural retail trade was reported for Quebec Province where sales were 16 per cent higher in dollar value than a year ago. The Maritime Provinces came next with a gain of 12 per cent. Ontario sales averaged 9 per cent better than a year ago but wide variations for different sections of the province were recorded. The Eastern portion continues to lead in the year-to-year comparison with an improvement over May last year of 16 per cent. More moderate gains of 8 per cent and 5 per cent were reported in the Northern and Western portions of the province.

Manitoba reported an increase of 7 per cent and British Columbia showed an improvement of 8 per cent. Sales in the Northern portion of Saskatchewan were 5 per cent higher than a year ago while in Southern Saskatchewan and in both Northern and Southern Alberta value of rural trade remained unchanged from a year ago.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions

Region	Per cent Change in Sales (1)				May 1937 / May 1936	
	January 1937/1936	February 1937/1936	March 1937/1936	April 1937/1936	Number of stores reporting	Per cent change in sales (1)
Maritime Provinces .	(X)	(X)	10.2	9.7	80	12.3
Quebec South	(X)	(X)	11.1	13.7	35	18.9
" North	(X)	(X)	21.0	12.7	30	13.3
" Total	(X)	(X)	16.2	13.1	65	15.7
Ontario East	16.3	15.7	17.4	6.7	41	15.8
" North	10.2	3.8	14.4	6.0	36	7.6
" West	1.2	3.5	7.8	1.7	37	4.6
" Total	10.0	7.5	13.6	4.9	114	9.2
Manitoba	8.0	1.9	16.4	10.0	45	6.8
Saskatchewan North .	5.7	1.1	13.6	9.3	40	5.2
" South .	5.9	7.7	14.6	9.0	49	- .3
" Total .	5.8	4.1	14.0	9.1	89	2.4
Alberta North	10.3	9.1	17.6	14.1	45	1.4
" South	.7	- 4.0	5.6	3.4	62	- .6
" Total	3.6	0.0	9.3	6.3	107	- .1
British Columbia ...	(X)	(X)	8.8	8.4	53	7.8
CANADA	(X)	(X)	13.7	8.9	553	8.4

(1) Except where indicated, the percentage change represents an increase.
(X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JUNE, 1937

(Value of Turnover in Comparison With Previous Year)

Retail sales of 530 country general stores in Canada showed an increase of almost 9 per cent in dollar volume for June, 1937, as compared with the same month in 1936. This increase is in continuation of earlier gains of 8 per cent for May, 9 per cent for April, and 14 per cent for March, compared with corresponding months last year. There were the same number of business days in June of both years.

Quebec continues to report the best improvement with a gain of 15 per cent over June last year, followed by British Columbia with 14.6 per cent and the Maritime Provinces with 8 per cent. An increase of 10 per cent for Eastern Ontario was modified by smaller gains of 7 per cent for Ontario North and 4 per cent for Ontario West, resulting in a gain of 7 per cent for the province as a whole. Country general store sales in Manitoba were up 7 per cent and Saskatchewan reported 5 per cent more business than in June a year ago, gains ranging from 1 per cent for the southern districts to 8 per cent for more northern parts being recorded. Aggregate sales for 105 stores in Alberta were 2 per cent higher this June than last; in Northern Alberta sales were up 6 per cent and in Southern Alberta, 1 per cent.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions

Region	Per cent Change in Sales				June 1937 / June 1936	
	February 1937 / 1936	March 1937 / 1936	April 1937 / 1936	May 1937 / 1936	Number of stores reporting	Per cent increase
Maritime Provinces	(X)	10.2	9.7	12.3	75	8.1
Quebec South	(X)	11.1	13.7	18.9	36	15.7
" North	(X)	21.0	12.7	13.3	30	14.5
" Total	(X)	16.2	13.1	15.7	66	15.0
Ontario East	15.7	17.4	6.7	15.8	33	10.3
" North	3.8	14.4	6.0	7.6	34	7.3
" West	3.5	7.8	1.7	4.6	33	3.8
" Total	7.5	13.6	4.9	9.2	100	7.1
Manitoba	1.9	16.4	10.0	6.8	47	6.8
Saskatchewan North	1.1	13.6	9.3	5.2	42	7.8
" South	7.7	14.6	9.0	- .3	44	.9
" Total	4.1	14.0	9.1	2.4	86	4.7
Alberta North	9.1	17.6	14.1	1.4	43	6.4
" South	-4.0	5.6	3.4	- .6	62	1.0
" Total	0.0	9.3	6.3	- .1	105	2.4
British Columbia	(X)	8.8	8.4	7.8	51	14.6
CANADA	(X)	13.7	8.9	8.4	530	8.6

(X) Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, July, 1937

(Value of Turnover in Comparison With Previous Year)

Retail sales of general merchandise stores in small towns and rural areas in Canada showed an increase of almost 14 per cent in dollar volume for July, 1937, as compared with the same month in 1936. This increase is in continuation of earlier gains of 9 per cent for June, 8 per cent for May and 9 per cent for April. The more substantial gain for July is due in part at least to differences in the sales importance of different days of the week and the occurrence of five Saturdays in July this year compared with four a year ago.

Quebec sales were up 22 per cent and the Maritime Provinces, 17 per cent, while Ontario and British Columbia both averaged 15 per cent higher than a year ago. Gains in Ontario ranged from 10 per cent for the northern sections of the province to 21 per cent in the eastern parts. The western section reported an improvement of 16 per cent.

Gains in dollar value of sales over July last year were also generally reported in the Prairie Provinces but smaller percentage increases reflect the much less favourable agricultural outlook in these parts. Manitoba reported an increase of 10 per cent; Saskatchewan was up 7 per cent, and Alberta, 3 per cent.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions

Region	Per cent Change in Sales				July 1937 / July 1936	
	March 1937 / 1936	April 1937 / 1936	May 1937 / 1936	June 1937 / 1936	Number of stores reporting	Per cent increase
Maritime Provinces	10.2	9.7	12.3	8.1	65	16.9
Quebec South	11.1	13.7	18.9	15.7	33	25.2
" North	21.0	12.7	13.3	14.5	32	19.0
" Total	16.2	13.1	15.7	15.0	65	21.6
Ontario East	17.4	6.7	15.8	10.3	35	21.2
" North	14.4	6.0	7.6	7.3	30	9.6
" West	7.8	1.7	4.6	3.8	36	15.5
" Total	13.6	4.9	9.2	7.1	101	15.4
Manitoba	16.4	10.0	6.8	6.8	43	10.1
Saskatchewan North	13.6	9.3	5.2	7.8	41	8.7
" South	14.6	9.0	- .3	.9	41	5.4
" Total	14.0	9.1	2.4	4.7	82	7.3
Alberta North	17.6	14.1	1.4	6.4	43	4.9
" South	5.6	3.4	- .6	1.0	57	2.5
" Total	9.3	6.3	- .1	2.4	100	3.2
British Columbia	8.8	8.4	7.8	14.6	41	15.0
CANADA	13.7	8.9	8.4	8.6	497	13.7

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Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, AUGUST, 1937.

(Value of Turnover in Comparison with Previous Year)

Retail sales of general merchandise stores in small towns and rural areas in Canada showed an increase of 3.0 per cent in dollar volume for August 1937, as compared with August 1936. This increase compares with one of 13.7 per cent shown for July, and compares with advances over the corresponding month last year of 8.6 per cent for June, 8.4 per cent for May and 8.9 per cent for April.

Quebec again showed the greatest increase, 15.7 per cent, followed by British Columbia with an advance of 4.6 per cent. Ontario was next with a gain of 4.3 per cent, followed by the Maritime Provinces with 3.6 per cent and Alberta with 2.4 per cent. Manitoba registered a slight decrease, 0.4 per cent, while that for Saskatchewan was 16.4 per cent as compared with August 1936.

The percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions.

Region	Per cent Change in Sales				August 1937 / August 1936	
	April 1937/1936	May 1937/1936	June 1937/1936	July 1937/1936	Number of stores reporting	Per cent change
Maritime Provinces	9.7	12.3	8.1	16.9	74	+ 3.6
Quebec South	13.7	18.9	15.7	25.2	39	+ 20.0
" North	12.7	13.3	14.5	19.0	29	+ 11.8
" Total	13.1	15.7	15.0	21.6	68	+ 15.7
Ontario East	6.7	15.8	10.3	21.2	37	+ 7.0
" North	6.0	7.6	7.3	9.6	34	+ 3.4
" West	1.7	4.6	3.8	15.5	31	+ 2.2
" Total	4.9	9.2	7.1	15.4	102	+ 4.3
Manitoba	10.0	6.8	6.8	10.1	45	- .4
Saskatchewan North	9.3	5.2	7.8	8.7	38	- 12.1
" South	9.0	- .3	.9	5.4	40	- 16.4
" Total	9.1	2.4	4.7	7.3	78	- 14.0
Alberta North	14.3	1.4	6.4	4.9	39	+ 3.8
" South	3.4	- .6	1.0	2.5	54	+ 1.8
" Total	6.3	- .1	2.4	3.2	93	+ 2.4
British Columbia	8.4	7.8	14.6	15.0	31	+ 4.6
CANADA	8.9	8.4	8.6	13.7	491	+ 3.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, SEPTEMBER, 1937

(Value of Turnover in Comparison With Previous Year)

Country general store sales averaged 5 per cent higher in September this year than in the corresponding month of 1936 according to comparative sales figures reported by 500 of these general merchandise stores located in the smaller towns and rural areas of the country. In contrast with the improvement of 5 per cent for the country as a whole, a sharp drop in sales amounting to almost 19 per cent was recorded in Saskatchewan, both the northern and southern parts of the province reporting similar declines from last year. All other sections of the country reported increased sales. Quebec sales were up by 13 per cent and British Columbia was second with 11 per cent. Increases over September last year for other divisions are: Maritime Provinces, 10.6 per cent; Manitoba, 8.5 per cent; Ontario, 8 per cent, and Alberta, 6 per cent.

These percentage changes are based upon calendar-month totals with no allowances for differences in number of business days or for the varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales, by Regions

Region	Per Cent Change in Sales				September 1937 / September 1936	
	May 1937 / 1936	June 1937 / 1936	July 1937 / 1936	August 1937 / 1936	Number of stores reporting	Per cent change
Maritime Provinces	12.3	8.1	16.9	3.6	72	+10.6
Quebec South	18.9	15.7	25.2	20.0	38	+15.0
" North	13.3	14.5	19.0	11.8	29	+10.3
" Total	15.7	15.0	21.6	15.7	67	+12.5
Ontario East	15.8	10.3	21.2	7.0	40	+ 9.7
" North	7.6	7.3	9.6	3.4	32	+ 5.6
" West	4.6	3.8	15.5	2.2	32	+ 9.1
" Total	9.2	7.1	15.4	4.3	104	+ 8.0
Manitoba	6.8	6.8	10.1	-0.4	40	+ 8.5
Saskatchewan North	5.2	7.8	8.7	-12.1	38	-18.2
" South	-0.3	0.9	5.4	-16.4	41	-19.1
" Total	2.4	4.7	7.3	-14.0	79	-18.6
Alberta North	1.4	6.4	4.9	3.8	36	+ 6.1
" South	-0.6	1.0	2.5	1.8	59	+ 6.0
" Total	-0.1	2.4	3.2	2.4	95	+ 6.0
British Columbia	7.8	14.6	15.0	4.6	43	+10.8
CANADA	8.4	8.6	13.7	3.0	500	+ 5.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, OCTOBER, 1937

(Value of Turnover in Comparison with Previous Year)

Substantial increases in country general store sales in October of this year compared with last amounting to 14 per cent in Quebec, 9 per cent in British Columbia and 7 per cent in Ontario were modified by lesser gains of 5 per cent in the Maritimes and in Manitoba, no change in Alberta and a 10 per cent decline in Saskatchewan, resulting in a net increase of 5 per cent for the country as a whole. This is a continuation of gains recorded in each of the corresponding-month comparisons for this year and last, increases for earlier months being 5 per cent for September, 3 per cent for August and 14 per cent for July. The 10 per cent decline in Saskatchewan for October compares with declines of 19 per cent in September and 14 per cent in August. Figures for earlier months showed improvements over the corresponding periods a year ago.

These percentage changes are based upon calendar-month totals with no allowances for differences in the number of business days or for the varying sales importance of the different days of the week. There was one more business day in October a year ago compared with this.

Percentage Change in Country General Store Sales, by Regions

Region	Per Cent Change in Sales				October 1937 / October 1936	
	June 1937 / 1936	July 1937 / 1936	August 1937 / 1936	September 1937 / 1936	Number of stores reporting	Per cent change
Maritime Provinces	8.1	16.9	3.6	10.6	71	+ 5.0
Quebec South	15.7	25.2	20.0	15.0	41	+11.7
" North	14.5	19.0	11.8	10.3	32	+17.4
" Total	15.0	21.6	15.7	12.5	73	+14.2
Ontario East	10.3	21.2	7.0	9.7	51	+ 7.9
" North	7.3	9.6	3.4	5.6	42	+ 6.2
" West	3.8	15.5	2.2	9.1	56	+ 7.4
" Total	7.1	15.4	4.3	8.0	149	+ 7.1
Manitoba	6.8	10.1	-0.4	8.5	52	+ 4.8
Saskatchewan North	7.8	8.7	-12.1	-18.2	41	-13.6
" South	0.9	5.4	-16.4	-19.1	27	- 2.5
" Total	4.7	7.3	-14.0	-18.6	68	-10.2
Alberta North	6.4	4.9	3.8	6.1	37	- 0.3
" South	1.0	2.5	1.8	6.0	55	+ 0.2
" Total	2.4	3.2	2.4	6.0	92	---
British Columbia	14.6	15.0	4.6	10.8	37	+ 8.9
CANADA	8.6	13.7	3.0	5.0	542	+ 5.1

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, NOVEMBER, 1937

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 9 per cent higher in November of this year compared with last according to monthly statements submitted by a representative number of these general merchandise stores located in the smaller towns and rural areas. Improved agricultural revenue in Manitoba is reflected in an increase of 21 per cent in country general store sales in that province. Alberta also reported a marked gain of 14 per cent. Quebec sales were up 12 per cent and Saskatchewan reported an improvement of 9 per cent over November a year ago. Sales in British Columbia advanced 7 per cent while a more moderate increase of 4 per cent was general for all sections of Ontario and in the Maritime Provinces.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of the different days of the week. There was one more business day in November of this year than last.

Percentage Change in Country General Store Sales, by Regions

Region	Per Cent Change in Sales				November 1937 / November 1936	
	July 1937 / 1936	August 1937 / 1936	September 1937 / 1936	October 1937 / 1936	Number of stores reporting	Per cent change
Maritime Provinces	16.9	3.6	10.6	5.0	73	+ 4.3
Quebec South	25.2	20.0	15.0	11.7	36	+13.2
" North	19.0	11.8	10.3	17.4	33	+10.3
" Total	21.6	15.7	12.5	14.2	69	+11.8
Ontario East	21.2	7.0	9.7	7.9	45	+ 3.7
" North	9.6	3.4	5.6	6.2	38	+ 3.7
" West	15.5	2.2	9.1	7.4	54	+ 4.0
" Total	15.4	4.3	8.0	7.1	137	+ 3.8
Manitoba	10.1	-0.4	8.5	4.8	42	+21.3
Saskatchewan North	8.7	-12.1	-18.2	-13.6	49	+ 6.9
" South	5.4	-16.4	-19.1	-2.5	50	+12.2
" Total	7.3	-14.0	-18.6	-10.2	99	+ 9.0
Alberta North	4.9	3.8	6.1	-0.3	36	+10.0
" South	2.5	1.8	6.0	0.2	69	+14.9
" Total	3.2	2.4	6.0	---	105	+13.5
British Columbia	15.0	4.6	10.8	8.9	49	+ 7.2
CANADA	13.7	3.0	5.0	5.1	574	+ 9.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, DECEMBER, 1937

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 7 per cent higher in December, 1937, than the corresponding month in 1936 according to monthly statements received from some 700 these general merchandise stores located in the smaller towns and rural areas. All tions of the country with the exception of Saskatchewan and Northern Alberta reported reased business. Sales in Quebec were up 16 per cent compared with December, 1936. The rease in Manitoba was only slightly less at 13 per cent. Increases for other regions e 8 per cent in Ontario, 7 per cent in the Maritime Provinces and 6 per cent in British umbia. A 7 per cent increase in Southern Alberta was modified by a decline of 2 per t in the more northern parts of the province, resulting in a net gain of 4 per cent for province as a whole. Saskatchewan sales were down by 8 per cent.

These percentage changes in sales are based upon calendar-month totals with no owances made for differences in number of business days or for the varying sales impor- ce of different days of the week.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales				December 1937 / December 1936	
	August 1937 / 1936	September 1937 / 1936	October 1937 / 1936	November 1937 / 1936	Number of stores reporting	Per cent change
itime Provinces	3.6	10.6	5.0	4.3	81	+ 6.6
bec South	20.0	15.0	11.7	13.2	55	+ 14.7
North	11.8	10.3	17.4	10.3	53	+ 16.7
Total	15.7	12.5	14.2	11.8	108	+ 15.7
ario East	7.0	9.7	7.9	3.7	54	+ 9.2
" North	3.4	5.6	6.2	3.7	43	+ 7.3
" West	2.2	9.1	7.4	4.0	57	+ 7.0
" Total	4.3	8.0	7.1	3.8	154	+ 7.8
itoba	-0.4	8.5	4.8	21.3	52	+ 13.3
katchewan North	-12.1	-18.2	-13.6	6.9	64	- 6.8
" South	-16.4	-19.1	-2.5	12.2	54	- 9.4
" Total	-14.0	-18.6	-10.2	9.0	118	- 7.7
erta North	3.8	6.1	-0.3	10.0	49	- 2.3
" South	1.8	6.0	0.2	14.9	87	+ 6.5
" Total	2.4	6.0	---	13.5	136	+ 3.8
tish Columbia	4.6	10.8	8.9	7.2	50	+ 6.3
CANADA	3.0	5.0	5.1	9.0	699	+ 6.6

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JANUARY, 1938

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged one per cent higher in January, 1938, han in the corresponding month a year ago according to monthly statements received from lmost 700 of these general merchandise stores located in the smaller towns and rural reas. Quebec and Manitoba reported better than average increases; sales in Ontario nd Saskatchewan were down from a year ago, while results for the Maritimes, Alberta and ritish Columbia were similar to that for the Dominion as a whole.

Quebec reported 7 per cent more business than in January of last year, the ain for the southern part of the province being especially good at 10 per cent. Sales n Manitoba were up 4 per cent. Eastern Ontario also made a good showing with a gain of per cent but this was offset by declines of 6 per cent in the western and the northern arts, resulting in a net decrease of 2 per cent for the province. Saskatchewan sales ere down by 3 per cent.

These percentage changes in sales are based upon calendar-month totals with no llowances made for differences in number of business days or for the varying sales mportance of different days of the week.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales				January 1938 / January 1937	
	September 1937 / 1936	October 1937 / 1936	November 1937 / 1936	December 1937 / 1936	Number of stores reporting	Per cent change
aritime Provinces	10.6	5.0	4.3	6.6	87	+ 0.5
uebec South	15.0	11.7	13.2	14.7	50	+ 10.0
" North	10.3	17.4	10.3	16.7	56	+ 3.7
" Total	12.5	14.2	11.8	15.7	106	+ 6.5
ntario East	9.7	7.9	3.7	9.2	51	+ 8.2
" North	5.6	6.2	3.7	7.3	37	- 6.3
" West	9.1	7.4	4.0	7.0	51	- 6.3
" Total	8.0	7.1	3.8	7.8	139	- 1.6
anitoba	8.5	4.8	21.3	13.3	50	+ 4.2
askatchewan North	-18.2	-13.6	6.9	- 6.8	60	- 3.9
" South	-19.1	- 2.5	12.2	- 9.4	56	- 0.9
" Total	-18.6	-10.2	9.0	- 7.7	116	- 2.6
lberta North	6.1	- 0.3	10.0	- 2.3	45	+ 0.5
" South	6.0	0.2	14.9	6.5	87	+ 2.1
" Total	6.0	---	13.5	3.8	132	+ 1.6
ritish Columbia	10.8	8.9	7.2	6.3	49	+ 0.6
CANADA	5.0	5.1	9.0	6.6	687	+ 1.1

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, FEBRUARY, 1938.

(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 4 per cent higher in February, 1938 than in the same month a year ago according to monthly statements received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Manitoba reported 13 per cent more business than in February of last year. Sales in the Maritime Provinces were up 6 per cent followed by Quebec and British Columbia each with a gain of 5 per cent. Saskatchewan sales were up by 4 per cent and Alberta, 3 per cent. Sales in Ontario were up 3 per cent in the eastern sections and remained unchanged in the northern parts, while inclement weather conditions in the southwestern portion of the province lead to a reduction of 7 per cent below February of last year. Sales for the province were down by 1 per cent.

These percentage changes in sales are based upon calendar-month totals with no allowances made for differences in number of business days or for the varying sales importance of different days of the week. There were the same number of business days in February of this year and last.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			February, 1938 / February, 1937		
	November 1937 / 1936	December 1937 / 1936	January 1938 / 1937	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces ...	4.3	6.6	+ 0.5	93	50	+ 6.4
Quebec South	13.2	14.7	+10.0	54	33	+ 8.2
" North	10.3	16.7	+ 3.7	52	31	+ 2.4
" Total	11.8	15.7	+ 6.5	106	64	+ 5.3
Ontario East	3.7	9.2	+ 8.2	56	34	+ 2.8
" North	3.7	7.3	- 6.3	38	20	- 0.2
" West	4.0	7.0	- 6.3	55	22	- 6.5
" Total	3.8	7.8	- 1.6	149	76	- 1.2
Manitoba	21.3	13.3	+ 4.2	58	45	+13.1
Saskatchewan North ...	6.9	- 6.8	- 3.9	65	39	+ 6.0
" South ...	12.2	- 9.4	- 0.9	61	30	+ 1.1
" Total ...	9.0	- 7.7	- 2.6	126	69	+ 3.9
Alberta North	10.0	- 2.3	+ 0.5	55	34	+ 3.5
" South	14.9	6.5	+ 2.1	90	47	+ 2.5
" Total	13.5	3.8	+ 1.6	145	81	+ 2.9
British Columbia	7.2	6.3	+ 0.6	56	38	+ 4.8
CANADA	9.0	6.6	+ 1.1	733	423	+ 3.7

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MARCH, 1938.

(Value of Turnover in Comparison with Previous Year)

Country general store sales were maintained at a slightly higher level in March this year than last, dollar volume of business for more than 700 reporting firms averaging 0.5 per cent above the amount recorded a year ago. Quebec reported an increase of 8 per cent over March last year and Manitoba was up by 5 per cent. An increase of 4 per cent in the eastern section of Ontario was modified by a smaller gain of 2 per cent in the western parts and a decline of 1 per cent in the northern, resulting in a net gain of 2 per cent for the province as a whole. Sales in British Columbia remained unchanged from a year ago. Declines below March, 1937, were reported for the other provinces, amounting to 2 per cent for the Maritimes and Alberta, and 8 per cent in Saskatchewan.

These percentage changes are based upon calendar-month totals with no allowances made for differences in the number of business days in different months. There were the same number of business days in March of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			March, 1938 / March, 1937		
	December 1937/1936	January 1938/1937	February 1938/1937	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces ...	+ 6.6	+ 0.5	+ 6.4	87	44	- 2.1
Quebec, South	+14.7	+10.0	+ 8.2	55	38	+ 7.2
" North	+16.7	+ 3.7	+ 2.4	48	29	+ 7.7
" Total	+16.1	+ 5.7	+ 4.3	103	67	+ 7.5
Ontario, East	+ 9.2	+ 8.2	+ 2.8	49	29	+ 4.0
" North	+ 7.3	- 6.3	- 0.2	39	18	- 1.1
" West	+ 7.0	- 6.3	- 6.5	58	30	+ 1.6
" Total	+ 7.8	- 1.5	- 1.9	146	67	+ 1.7
Manitoba	+13.3	+ 4.2	+13.1	53	39	+ 4.8
Saskatchewan, North ..	- 6.8	- 3.9	+ 6.0	66	24	- 8.2
" South ..	- 9.4	- 0.9	+ 1.1	60	19	- 7.1
" Total ..	- 7.8	- 2.8	+ 4.2	126	43	- 7.8
Alberta, North	- 2.3	+ 0.5	+ 3.5	51	23	- 7.6
" South	+ 6.5	+ 2.1	+ 2.5	86	39	+ 0.8
" Total	+ 3.2	+ 1.5	+ 2.9	137	62	- 2.4
British Columbia	+ 6.3	+ 0.6	+ 4.8	56	32	- 0.1
CANADA	+ 6.6	+ 1.1	+ 3.7	708	364	+ 0.5

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, APRIL, 1938.

(Value of Turnover in Comparison with Previous Year)

Sales of country general stores in Canada increased substantially in April, 1938, over the corresponding month of 1937. Increases varied from 1.3 per cent in British Columbia to 16.7 per cent in Manitoba, the increase for Canada as a whole being 5.5 per cent. Of the 707 stores reporting, 453 reported increases over April a year ago. Increases were general in Quebec, being 9.6 per cent for Quebec South, and 10.9 per cent for Quebec North. Increases for Ontario were 3.8 per cent; Manitoba, 16.7 per cent; Saskatchewan, 3.0 per cent; Alberta, 6.4 per cent; and British Columbia, 1.3 per cent. A decline of 1.7 per cent below April 1937 was reported by the Maritimes.

This series has now been placed on an index basis and monthly indexes by provinces from January, 1936, onwards are shown in this bulletin. These indexes are computed on the base, average monthly sales in 1936 equals 100. No corrections are made for differences in number of business days or for seasonal variations.

The index for April, 1938, stands at 104.2 compared with 91.1 for March and 98.8 for April a year ago. Figures for the first four months of the current year reveal an increase of 3 per cent compared with the corresponding period of 1937.

Percentage Change in Country General Store Sales by Regions

Region	Per Cent Change in Sales			April, 1938 / April, 1937		
	January 1938 / 1937	February 1938 / 1937	March 1938 / 1937	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces ...	+ 0.5	+ 6.4	- 2.1	85	37	- 1.7
Quebec, South	+10.0	+ 8.2	+ 7.2	52	37	+ 9.6
" North	+ 3.7	+ 2.4	+ 7.7	48	32	+10.9
" Total	+ 5.7	+ 4.3	+ 7.5	100	69	+10.5
Ontario, East	+ 8.2	+ 2.8	+ 4.0	52	35	+ 6.3
" North	- 6.3	- 0.2	- 1.1	37	24	+ 4.0
" West	- 6.3	- 6.5	+ 1.6	57	33	+ 1.7
" Total	- 1.5	- 1.9	+ 1.7	146	92	+ 3.8
Manitoba	+ 4.2	+13.1	+ 4.8	57	47	+16.7
Saskatchewan, North ..	- 3.9	+ 6.0	- 8.2	61	38	+ 2.6
" South ..	- 0.9	+ 1.1	- 7.1	60	41	+ 3.7
" Total ..	- 2.8	+ 4.2	- 7.8	121	79	+ 3.0
Alberta, North	+ 0.5	+ 3.5	- 7.6	54	34	+ 3.1
" South	+ 2.1	+ 2.5	+ 0.8	87	62	+ 8.4
" Total	+ 1.5	+ 2.9	- 2.4	141	96	+ 6.4
British Columbia	+ 0.6	+ 4.8	- 0.1	57	33	+ 1.3
CANADA	+ 1.1	+ 3.7	+ 0.5	707	453	+ 5.5

See p. 2 for
description of index

INDEXES OF COUNTRY GENERAL STORE SALES

(Average Monthly Sales in 1936=100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask-atchewan	Alberta	British Columbia
1936								
January	75.7	*	*	75.0	69.0	62.1	72.1	*
February	74.3	*	*	77.1	67.3	62.4	69.9	*
March	80.0	83.9	82.8	82.6	73.9	70.1	78.8	86.4
April	90.7	91.3	88.5	97.3	81.2	84.8	92.1	96.9
May	105.5	109.8	110.0	112.6	94.7	97.1	98.7	104.5
June	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
July	103.5	102.3	113.0	109.6	104.3	88.0	96.8	104.8
August	110.2	103.5	109.0	109.4	124.8	112.8	108.8	110.3
September	115.2	98.3	104.1	104.8	134.4	148.4	122.2	106.0
October	122.0	112.5	108.9	109.6	133.9	157.2	132.6	107.9
November	102.0	106.5	100.9	99.5	98.3	105.3	103.5	98.4
December	119.0	119.0	112.6	117.5	121.7	121.3	128.8	117.6
1937								
January	80.7	89.4	79.2	81.2	74.5	65.7	75.2	84.2
February	77.5	81.9	78.9	83.0	68.6	64.6	70.6	78.7
March	90.6	92.5	97.5	93.0	86.0	79.9	86.8	94.0
April	98.8	100.2	100.0	101.6	89.3	92.6	99.0	105.0
May	114.4	123.3	126.6	122.7	101.1	100.2	98.9	112.7
June	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
July	117.7	119.6	136.7	127.1	114.8	94.6	100.1	120.5
August	113.5	107.2	124.7	113.9	124.3	97.3	111.6	115.4
September	121.0	108.7	116.4	113.7	145.8	120.9	129.5	117.4
October	128.2	118.1	125.9	117.6	140.3	142.3	132.6	117.5
November	111.2	111.1	112.2	103.3	119.2	114.7	117.0	105.5
December	126.9	126.9	130.7	126.7	137.9	111.8	132.9	125.0
1938								
January	81.6	89.8	83.7	80.0	77.6	66.0	76.3	84.7
February	80.4	87.1	82.3	81.4	77.6	66.9	72.6	82.5
March	91.1	90.6	104.8	94.6	90.1	73.8	84.7	93.9
April	104.2	98.5	110.5	105.5	104.2	95.4	105.3	106.4

* Not available.

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, MAY, 1938.
(Value of Turnover in Comparison with Previous Year)

Country general store sales averaged 2 per cent lower in May this year than last according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Decreases below May last year were recorded for three provinces and gains for all the others. Sales in the northern parts of Saskatchewan were down by 15 per cent and in the southern parts by 1 per cent, resulting in a loss of 10 per cent for the province as a whole. Ontario sales were down by 6 per cent and Alberta, 4 per cent. Quebec sales were up by 3 per cent; Manitoba, 2 per cent; and British Columbia, 1 per cent. Sales in the Maritimes gained fractionally by less than 1 per cent.

These percentage changes are based on calendar-month totals with no allowances for differences in the number of business days in various months. There was one more Saturday in May last year than this. Average daily sales for May were practically unchanged from a year ago.

Percentage Change in Country General Store Sales by Regions

Region	May, 1938 / May, 1937			Region	May, 1938 / May, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces	86	39	+ 0.3	Saskatchewan:			
Quebec:				North ..	63	12	- 14.9
South ..	50	22	+ 0.9	South ..	60	28	- 1.2
North ..	47	25	+ 4.6	Total .	123	40	- 9.8
Total .	97	47	+ 3.4	Alberta:			
Ontario:				North ..	52	31	- 1.9
East ...	54	20	- 1.4	South ..	85	35	- 4.4
North ..	38	15	- 8.6	Total .	137	66	- 3.5
West ...	64	17	- 7.4	British Columbia .	55	30	+ 1.3
Total .	156	52	- 5.7				
Manitoba ...	57	33	+ 2.0	CANADA	711	307	- 2.2

Indexes of Country General Store Sales
(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask-atchewan	Alberta	British Columbia
May, 1936	105.5	109.8	110.0	112.6	94.7	97.1	98.7	104.5
May, 1937	114.4	123.3	126.6	122.7	101.1	100.2	98.9	112.7
May, 1938	111.9	123.7	130.9	115.7	103.1	90.4	95.4	114.2

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JUNE, 1938.
(Value of Turnover in Comparison with Previous Year)

Country general store sales were 2 per cent higher in June this year than last according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas. Improved agricultural conditions in the West lead to marked gains in consumer purchasing by rural dwellers in the Prairie Provinces. Sales in Manitoba were up 10 per cent over June, 1937. Gains of 10 per cent in Southern Saskatchewan and 1 per cent in the northern districts resulted in an increase of 5 per cent for the province as a whole. Alberta sales were up by 4 per cent, increases ranging from 6 per cent in the southern to 1 per cent in the northern districts being recorded. Quebec sales were up by 3 per cent while sales in British Columbia remained unchanged from June last year. Declines of 1 per cent in Ontario and 5 per cent in the Maritime Provinces were reported.

These percentage changes are based on calendar-month totals with no allowances for differences in the number of business days in different months. There were the same number of business days in June of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	June, 1938 / June, 1937			Region	June, 1938 / June, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces	86	31	- 5.3	Saskatchewan:			
Quebec:				North ...	66	35	+ 1.3
South ...	56	36	+ 4.1	South ...	67	52	+ 10.4
North ...	47	28	+ 2.4	TOTAL ..	133	87	+ 4.7
TOTAL ..	103	64	+ 2.9	Alberta:			
Ontario:				North ...	58	30	+ 1.3
East	53	23	- 1.4	South ...	86	53	+ 5.7
North ...	37	11	- 5.1	TOTAL ..	144	83	+ 4.0
West ...	53	24	+ 0.9				
TOTAL ..	143	58	- 1.3	British Columbia .	54	28	- 0.4
Manitoba ...	53	39	+ 9.9	CANADA	716	390	+ 1.6

Indexes of Country General Store Sales
(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask-atchewan	Alberta	British Columbia
June, 1936	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
June, 1937	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
June, 1938	112.5	104.0	132.5	110.6	113.3	99.7	102.6	119.0

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MONTHLY RETAIL SALES IN COUNTRY GENERAL STORES, JULY, 1938

(Indexes of Value)

Country general store sales in Canada averaged 4 per cent lower in July his year than last according to monthly statements received from some 700 of these gen- ral merchandise stores located in the smaller towns and rural areas of the country. mproved agricultural outlook in the southern parts of Saskatchewan as compared with a ear ago lead to an increase of 12 per cent in sales in July of this year compared with ast for this region. Sales for the province were up by 2 per cent. Manitoba sales ere up by 1 per cent while all other regions recorded losses ranging from 1 per cent or Alberta to 14 per cent for the Maritime Provinces. Quebec sales were down by 4 per ent; Ontario, 6 per cent and British Columbia, 7 per cent.

These percentage changes are based on calendar-month totals with no llowances made for differences in number of business days. Part of the decline in July f this year compared with last must be attributed to the fact that there was one extra usiness day in July last year.

Percentage Change in Country General Store Sales by Regions

egion	July, 1938 / July, 1937			Region	July, 1938 / July, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
aritime Provinces	83	16	- 13.6	Saskatchewan:			
uebec:				North	61	25	- 4.4
South	52	19	- 8.0	South	56	45	+ 11.7
North	42	16	- 2.3	TOTAL	117	70	+ 1.6
TOTAL	94	35	- 4.1	Alberta:			
ntario:				North	53	22	- 1.6
East	48	17	- 6.8	South	90	43	- 0.5
North	38	12	- 8.6	TOTAL	143	65	- 0.9
West	59	27	- 3.1	British Columbia .	58	25	- 6.7
TOTAL	145	56	- 5.6				
anitoba ...	57	29	+ 0.5	CANADA	697	296	- 4.2

Indexes of Country General Store Sales

(1936=100)

	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Sask-atchewan	Alberta	British Columbia
une, 1936	101.9	101.6	112.1	105.0	96.5	90.5	95.7	104.3
une, 1937	110.7	109.8	128.8	112.1	103.1	95.2	98.7	119.5
une, 1938	112.5	104.0	132.5	110.6	113.3	99.7	102.6	119.0
uly, 1936	103.5	102.3	113.0	109.6	104.3	88.0	96.8	104.8
uly, 1937	117.7	119.6	136.7	127.1	114.8	94.6	100.1	120.5
uly, 1938	112.8	103.3	131.1	120.0	115.4	96.1	99.2	112.4

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ol. 2. No. 9

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

AUGUST, 1938

Sales of general merchandise in small towns and rural areas or August were 1 per cent lower in dollar volume than for August 1937, ccording to returns submitted by some 700 country general stores located n all sections of the country. In southern Saskatchewan there was an ncrease of 26 per cent in August 1938 as compared with the same month of he previous year. Sales for the whole province were up 10 per cent. lberta was the only other Canadian province recording an increase, August ales being 2 per cent higher than in 1937. Losses in other regions ranged rom 2 per cent in British Columbia to 5 per cent in Quebec and Ontario. here was no change in Manitoba.

These percentage changes are based on calendar-month totals ith no allowances made for differences in number of business days, or for he varying sales importance of the different days of the week.

Percentage Change in Country General Store Sales by Regions

gion	August, 1938 / August, 1937		
	Number of stores reporting	Number reporting an increase	Per Cent Change
ritime Provinces	79	26	- 4.5
ebec			
South ...	51	24	- 3.1
North ...	48	18	- 5.1
TOTAL ...	99	42	- 4.5
tario			
East	51	19	- 4.5
North ...	38	16	- 7.6
West	52	21	- 1.7
TOTAL ...	141	56	- 4.0
nitoba ..	57	27	no change

Region	August, 1938 / August, 1937		
	Number of stores reporting	Number reporting an increase	Per Cent Change
Saskatchewan:			
North	54	30	- 0.4
South	53	42	+26.4
TOTAL	107	72	+ 9.5
Alberta			
North	52	25	- 0.4
South	87	62	+ 3.2
TOTAL	139	87	+ 1.8
British Columbia ..	56	30	- 1.8
CANADA	678	340	- 0.8

Indexes of Country General Store Sales
(Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September ...	121.0		108.7		116.4		113.7	
October	128.2		118.1		125.9		117.6	
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change 8 mos. 1938/1937	+ 0.4	-	- 3.0	-	+ 2.6	-	- 2.1	-

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September ...	145.8		120.9		129.5		117.4	
October	140.3		142.3		132.6		117.5	
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change 8 mos. 1938/1937	+ 5.8	-	+ 0.7	-	+ 1.2	-	- 0.4	-

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OTTAWA, CANADA

Vol. 2. No. 9.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

SEPTEMBER, 1938

Country general store sales in Canada averaged 4 per cent lower in September this year than last according to returns submitted by more than 700 of these stores selling a general line of merchandise in the smaller towns and rural areas. The southern sections of Saskatchewan reported a 27 per cent improvement over September last year and sales in southern Alberta were up by 6 per cent. While these gains were partially offset by declines in the northern sections, total sales for these provinces were up by 9 per cent and 1 per cent respectively from September, 1937. Sales in all other provinces were lower in September this year than last, percentage declines being as follows: Maritime Provinces and Manitoba, 10 per cent; Quebec and Ontario, 8 per cent; British Columbia, 3 per cent.

Cumulative totals for the first nine months of the current year compared with last show no change in the dollar value of sales, declines in the Maritimes, Quebec, Ontario and British Columbia just being offset by gains in the Prairie Provinces.

Percentage Change in Country General Store Sales by Regions

Region	September, 1938 / September, 1937			Region	September, 1938 / September, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces	87	22	- 9.5	Saskatchewan: North	60	26	- 2.6
Quebec South ...	55	25	- 2.5	South	59	49	+27.3
North ...	45	13	-10.2	TOTAL	119	75	+ 8.5
TOTAL ...	100	38	- 7.7	Alberta North	56	21	- 6.1
Ontario East	51	13	-10.6	South	86	53	+ 5.8
North ...	40	10	- 9.3	TOTAL	142	74	+ 1.3
West	58	20	- 4.0	British Columbia ...	54	28	- 3.2
TOTAL ...	149	43	- 7.5				
Manitoba ..	59	18	- 9.7	CANADA	710	298	- 3.9

Indexes of Country General Store Sales
(Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	116.3	108.7	98.4	116.4	107.4	113.7	105.2
October	128.2		118.1		125.9		117.6	
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change, 9 mos. 1938/1937	- 0.2	-	- 3.7	-	- 7.9	-	- 2.7	-

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.8	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September	145.8	131.7	120.9	131.2	129.5	131.2	117.4	113.6
October	140.3		142.3		132.6		117.5	
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change, 9 mos. 1938/1937	+ 3.3	-	+ 1.8	-	+ 1.2	-	- 0.8	-

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Vol. 2. No. 10

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1938

Lower prices for farm products resulting in decreased agricultural cash income are reflected in country general store sales for October, which averaged 8 per cent lower than in the corresponding month of 1937, according to statements received from some 700 of these retail outlets located in smaller villages and rural areas and handling a general line of merchandise.

Declines below October last year were greatest in the Maritimes, Ontario and Manitoba. Manitoba sales were down by 17 per cent while the Maritimes and Ontario suffered losses of 14 per cent. Sales in Quebec were down by 7 per cent; Saskatchewan, 6 per cent; and British Columbia, 5 per cent. A gain of 12 per cent in the southern districts of Alberta was modified by declines in the northern section, but resulted in an increase of 6 per cent over last October for the province as a whole.

Percentage Change in Country General Store Sales by Regions

Region	October, 1938 / October, 1937			Region	October, 1938 / October, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces	86	18	-13.8	Saskatchewan:			
				North	62	24	- 7.0
Quebec:				South	49	22	- 3.4
South	54	23	- 6.7				
				TOTAL	111	46	- 5.7
North	44	14	- 7.8	Alberta:			
TOTAL	98	37	- 7.4	North	56	23	- 4.2
Ontario:				South	89	60	+12.4
East	49	10	-14.2				
				TOTAL	145	83	+ 6.1
North	40	7	-18.2				
West	57	13	-11.6	British Columbia ...	55	19	- 4.5
TOTAL	146	30	-14.0				
Manitoba ..	55	10	-17.3	CANADA	696	243	- 8.1

Indexes of Country General Store Sales
(Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	115.8	108.7	98.6	116.4	107.3	113.7	105.2
October	128.2	117.8	118.1	101.8	125.9	116.6	117.6	101.1
November	111.2		111.1		112.2		103.3	
December	126.9		126.9		130.7		126.7	
% Change, 10 mos. 1938/1937 ..	- 1.2	-	- 4.8	-	+ 0.4	-	- 4.0	-

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September	145.8	131.7	120.9	130.2	129.5	130.1	117.4	111.4
October	140.3	116.0	142.3	134.2	132.6	140.7	117.5	112.2
November	119.2		114.7		117.0		105.5	
December	137.9		111.8		132.9		125.0	
% Change, 10 mos. 1938/1937 ..	+ 0.5	-	+ 0.6	-	+ 1.7	-	- 1.4	-

Note: Indexes for October, 1938, are subject to revision.

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Vol. 2 No. 12

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1938

Dollar volume of country general store sales averaged 5 per cent lower in December, 1938 than in the corresponding month of 1937, and declined to a greater extent in Eastern and Central Canada than in the West, according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country. Increases of 13 per cent and 3 per cent in the southern districts of Saskatchewan and Alberta reflect improved purchasing power in these areas. All other regions reported declines. The Maritime Provinces were down 9 per cent; Quebec, 7 per cent; Ontario, 9 per cent; Manitoba, 6 per cent and British Columbia, 2 per cent.

Sales for the calendar year were off by 2 per cent from 1937. The Maritime Provinces reported 6 per cent less business in 1938 than in the preceding year; Ontario was down by 5 per cent and British Columbia by 2 per cent. Results for other provinces for 1938 ranged within one per cent of those for 1937.

Percentage Change in Country General Store Sales by Regions

Region	December, 1938 / December, 1937			Region	December, 1938 / December, 1937		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	82	18	- 9.0	Saskatchewan:			
Quebec:				North	67	25	- 4.5
South	56	15	- 7.0	South	58	44	+ 13.3
North	47	16	- 6.4	TOTAL	125	69	+ 2.1
TOTAL	103	31	- 6.6	Alberta:			
Ontario:				North	60	17	- 10.6
East	52	12	- 12.1	South	85	40	+ 3.2
North	41	9	- 12.0	TOTAL	145	57	- 2.0
West	56	16	- 4.2	British Columbia ...	56	24	- 2.1
TOTAL	149	37	- 8.7				
Manitoba ..	57	21	- 5.6	CANADA	717	257	- 4.9

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Indexes of Country General Store Sales
(Average Monthly Sales in 1936=100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1937	1938	1937	1938	1937	1938	1937	1938
January	80.7	81.6	89.4	89.8	79.2	83.7	81.2	80.0
February	77.5	80.4	81.9	87.1	78.9	82.3	83.0	81.4
March	90.6	91.1	92.5	90.6	97.5	104.8	93.0	94.6
April	98.8	104.2	100.2	98.5	100.0	110.5	101.6	105.5
May	114.4	111.9	123.3	123.7	126.6	130.9	122.7	115.7
June	110.7	112.5	109.8	104.0	128.8	132.5	112.1	110.6
July	117.7	112.8	119.6	103.3	136.7	131.1	127.1	120.0
August	113.5	112.6	107.2	102.4	124.7	119.1	113.9	109.3
September	121.0	115.8	108.7	98.6	116.4	107.3	113.7	105.2
October	128.2	117.9	118.1	101.9	125.9	116.1	117.6	101.0
November	111.2	104.2	111.1	97.4	112.2	105.1	103.3	97.8
December	126.9	120.7	126.9	115.5	130.7	122.1	126.7	115.7
% Change, 12 mos. $\frac{1938}{1937}$ ..	- 2.0	-	- 5.9	-	- 0.9	-	- 4.6	-

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1937	1938	1937	1938	1937	1938	1937	1938
January	74.5	77.6	65.7	66.0	75.2	76.3	84.2	84.7
February	68.6	77.6	64.6	66.9	70.6	72.6	78.7	82.5
March	86.0	90.1	79.9	73.8	86.8	84.7	94.0	93.9
April	89.3	104.2	92.6	95.4	99.0	105.3	105.0	106.4
May	101.1	103.1	100.2	90.4	98.9	95.4	112.7	114.2
June	103.1	113.3	95.2	99.7	98.7	102.6	119.5	119.0
July	114.8	115.4	94.6	96.1	100.1	99.2	120.5	112.4
August	124.3	124.3	97.3	106.5	111.6	113.6	115.4	113.3
September	145.8	131.7	120.9	130.2	129.5	130.1	117.4	111.4
October	140.3	117.7	142.3	134.5	132.6	140.0	117.5	113.3
November	119.2	110.0	114.7	112.1	117.0	110.3	105.5	97.4
December	137.9	130.2	111.8	114.1	132.9	130.2	125.0	122.4
% Change, 12 mos. $\frac{1938}{1937}$ ..	- 0.7	-	+ 0.5	-	+ 0.6	-	- 1.9	-

Note: Indexes for December, 1938, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1939

Sales of country general stores averaged 6 per cent lower in January of this year than last according to returns submitted by 700 general merchandise stores located in the smaller towns and rural areas of the country. All regions reported decreased sales compared with January a year ago. Saskatchewan made the best showing with a decrease of less than 2 per cent while the loss in the Maritime Provinces was greatest at 10 per cent. Decreases below January last year for other provinces were 5 per cent for Ontario, 9 per cent for Manitoba, 7 per cent for Alberta and Quebec, and 5 per cent for British Columbia.

Percentage Change in Country General Store Sales by Regions

Region	January, 1939 / January, 1938			Region	January, 1939 / January, 1938		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	80	19	- 9.9	Saskatchewan: North	69	23	- 1.8
Quebec: South	55	23	- 4.3	South	60	24	- 1.3
North	46	16	- 8.1	TOTAL	129	47	- 1.6
TOTAL	101	39	- 6.9	Alberta: North	56	9	- 15.8
Ontario: East	50	15	- 6.3	South	82	34	- 0.9
North	37	8	- 8.9	TOTAL	138	43	- 6.6
West	55	24	- 1.8	British Columbia ...	54	23	- 5.1
TOTAL	142	47	- 5.0				
Manitoba ...	56	14	- 9.2	CANADA	700	232	- 6.0

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.7	89.8	80.9	83.7	77.9	80.0	76.0
February	80.4		87.1		82.3		81.4	
March	91.1		90.6		104.8		94.6	
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.1		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 1939/1938	- 6.0	-	- 9.9	-	- 6.9	-	- 5.0	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.5	66.0	64.9	76.3	71.3	84.7	80.4
February	77.6		66.9		72.6		82.5	
March	90.1		73.8		84.7		93.9	
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 1939/1938	- 9.1	-	- 1.7	-	- 6.6	-	- 5.1	

Note: Indexes for January, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1939

Inclement weather conditions and reduced agricultural revenue combined to effect a nine per cent decline in country general store sales in February of this year compared with February a year ago, according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural areas of the country.

Decreases below February of last year were registered in all regions of the Dominion. The Maritimes and Manitoba showed the greatest loss with February sales 11 per cent lower than in the corresponding month a year ago; Saskatchewan sales were down 10 per cent; Alberta and Ontario, 9 per cent; Quebec, 7 per cent; and British Columbia, 5 per cent.

February sales of country general stores for Canada as a whole, when compared with the same month in 1937 show a decline of 5 per cent and a loss of 1 per cent when compared with February of 1936.

Percentage Change in Country General Store Sales by Regions

Region	February, 1939 / February, 1938			Region	February, 1939 / February, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	86	19	- 11.2	Saskatchewan: North	67	11	- 12.0
Quebec: South	56	22	- 6.7	South	59	17	- 7.3
North	48	15	- 7.4	TOTAL	126	28	- 10.3
TOTAL	104	37	- 7.2	Alberta: North	57	12	- 16.5
Ontario: East	49	8	- 12.1	South	91	33	- 3.8
North	42	8	- 8.9	TOTAL	148	45	- 8.6
West	55	16	- 6.3	British Columbia: ..	56	20	- 4.7
TOTAL	146	32	- 8.8				
Manitoba: .	56	11	- 11.1	CANADA:	722	192	- 8.8

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.7	89.8	80.9	83.7	77.9	80.0	76.0
February	80.4	73.3	87.1	77.3	82.3	76.4	81.4	74.2
March	91.1		90.6		104.8		94.6	
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.1		97.8	
December	121.4		115.9		122.3		115.8	
% Change, 2 months, 1939/1938	- 7.4		-10.6		- 7.0		- 6.9	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.5	66.0	64.9	76.3	71.3	84.7	80.4
February	77.6	69.0	66.9	60.0	72.6	66.4	82.5	78.6
March	90.1		73.8		84.7		93.9	
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 2 months, 1939/1938	-10.1		- 6.0		- 7.5		- 4.9	

Note: Indexes for January and February, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1939

Country general store sales averaged 8 per cent lower in March this year than last and were better maintained in the West than in Central Canada and the East according to returns received from more than 700 of these general merchandise stores located in the smaller towns and rural regions of the country.

Saskatchewan made the best showing with a decline of only 4 per cent. British Columbia was down 5 per cent, Alberta 7 per cent, while reductions of 8 per cent below last year were reported by the Maritime Provinces, Quebec and Manitoba. Excessive falls of snow which blocked roads in many districts, together with reduced prices for dairy products resulted in a 15 per cent decline in retail sales in Eastern Ontario from March last year. Sales in Northern Ontario were down by 9 per cent and Western Ontario, 8 per cent. Sales for Ontario as a whole were down by 11 per cent.

These percentage changes are based on the total monthly sales of the reporting firms with no allowances made for differences in number of business days in different months.

Percentage Change in Country General Store Sales by Regions

Region	March, 1939 / March, 1938: Number of stores reporting	Number reporting an increase	Per cent change	Region	March, 1939 / March, 1938: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	85	29	- 8.1	Saskatchewan: North.....	68	22	- 4.2
Quebec: South.....	56	20	- 6.2	South.....	57	19	- 4.7
North.....	48	16	- 8.9	TOTAL.....	125	41	- 4.4
TOTAL.....	104	36	- 8.0	Alberta: North.....	59	10	- 11.5
Ontario: East.....	48	9	- 14.5	South.....	93	44	- 4.1
North.....	39	12	- 8.9	TOTAL.....	152	54	- 6.9
West.....	56	12	- 8.4	British Columbia:	51	22	- 5.1
TOTAL.....	143	33	- 10.5				
Manitoba:	57	13	- 7.5	CANADA:	717	228	- 7.6

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	77.3	82.3	76.4	81.4	74.2
March	91.1	84.2	90.6	83.3	104.8	96.4	94.6	84.7
April	104.2		98.5		110.5		105.5	
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 3 months, $\frac{1939}{1938}$ ..	- 7.5		- 9.9		- 7.5		- 8.2	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	69.0	67.3	60.3	72.6	66.4	82.5	78.6
March	90.1	83.3	73.8	70.6	84.7	78.9	93.9	89.1
April	104.2		95.4		105.3		106.4	
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 3 months, $\frac{1939}{1938}$ ..	- 9.3		- 5.6		- 7.3		- 5.0	

Note: Indexes for February and March, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1939

Country general store business continues at a lower level than in 1938, April sales of more than 700 of these general merchandise stores located in the smaller towns and rural areas averaging 13 per cent below the corresponding month last year. All provinces reported decreased sales, percentage declines from April last year standing at 11 per cent for the Maritimes, 16 per cent for Quebec, 16 per cent for Ontario, 10 per cent for Manitoba, 13 per cent for Saskatchewan, 9 per cent for Alberta and 4 per cent for British Columbia. Sales for the first four months of 1939 average 9 per cent below the corresponding period of 1938.

These percentage changes are based on total monthly sales with no allowances for differences in the number of business days in different months. There was one more business day in April of last year than this.

Percentage Change in Country General Store Sales by Regions

Region	April, 1939 / April, 1938			Region	April, 1939 / April, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	87	27	- 10.7	Saskatchewan: North.....	67	7	- 14.3
Quebec: South.....	53	7	- 17.0	South.....	60	10	- 11.3
North.....	45	7	- 15.9	TOTAL.....	127	17	- 13.2
TOTAL.....	98	14	- 16.3	Alberta: North.....	60	4	- 20.2
Ontario: East.....	46	5	- 18.1	South.....	92	39	- 2.3
North.....	37	8	- 12.5	TOTAL.....	152	43	- 9.1
West.....	55	3	- 16.1	British Columbia:	52	20	- 4.2
TOTAL.....	138	16	- 15.9				
Manitoba...	54	12	- 9.9	CANADA:	708	149	- 12.6

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	84.2	90.6	83.3	104.8	96.4	94.6	84.7
April	104.2	91.1	98.5	88.0	110.5	92.5	105.5	88.7
May	111.9		123.7		130.9		115.7	
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 4 months, 1939/1938	- 9.0		-10.3		-10.0		-10.5	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.6	84.7	78.9	93.9	89.1
April	104.2	93.9	95.4	82.8	105.3	95.7	106.4	101.9
May	103.1		90.4		95.4		114.2	
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 4 months, 1939/1938	- 9.6		- 8.0		- 7.8		- 4.7	

Note: Indexes for March and April, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1939

The decline in country general store sales which has characterized corresponding month comparisons for the first four months of this year and last was materially reduced in May when dollar sales were only 3 per cent below the same month a year ago. April sales were down 13 per cent from last year while reductions for earlier months were 8 per cent for March, 9 per cent for February and 6 per cent for January.

May sales in Ontario were maintained at last year's level; Quebec and Alberta reported 2 per cent less business than in May last year; sales in British Columbia were down 4 per cent; Manitoba and Saskatchewan, 5 per cent and the Maritime Provinces, 6 per cent.

These results are based on returns from 724 country general stores. No allowances are made for differences in number of business days in different months. There was one more business day in May of this year than last.

Percentage Change in Country General Store Sales by Regions

Region	May, 1939 / May, 1938			Region	May, 1939 / May, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	88	29	- 5.5	Saskatchewan: North	65	31	- 0.6
Quebec: South	54	30	+ 1.9	South	62	12	- 11.6
North	46	18	- 3.8	TOTAL	127	43	- 4.7
TOTAL	100	48	- 2.0	Alberta: North	58	18	- 5.5
Ontario: East	47	24	+ 2.5	South	94	49	+ 0.4
North	40	11	- 5.3	TOTAL	152	67	- 1.8
West	57	26	+ 0.7	British Columbia:	57	19	- 4.0
TOTAL	144	61	- 0.1	CANADA:	724	282	- 2.8
Manitoba ..	56	15	- 4.7				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.1	98.5	88.0	110.5	92.5	105.5	88.7
May	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
June	112.5		104.0		132.5		110.6	
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
Change, months, 1939/1938 ...	- 7.6		- 9.0		- 8.1		- 8.1	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.9	95.4	82.8	105.3	95.7	106.4	101.9
May	103.1	98.3	90.4	86.2	95.4	93.7	114.2	109.6
June	113.3		99.7		102.6		119.0	
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
Change, months, 1939/1938 ...	- 8.5		- 7.4		- 6.6		- 4.4	

Note: Indexes for April and May, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1939

Country general store sales in Canada averaged 8 per cent lower in June this year than last, the index on the 1936 base standing at 103.8 for June, 1939 compared with 108.8 for May, 1939 and 112.5 for June a year ago. All provinces reported decreased sales, percentabe declines from June last year for the various regions standing at 4 per cent for the Maritimes, 10 per cent for Quebec, 5 per cent for Ontario, 10 per cent for Manitoba, 15 per cent for Saskatchewan, 7 per cent for Alberta and 1 per cent for British Columbia.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in June of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	June, 1939 / June, 1938			Region	June, 1939 / June, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	89	37	- 4.0	Saskatchewan: North	64	16	- 12.9
Quebec: South	54	19	- 11.2	South	58	7	- 17.3
North	46	15	- 8.7	TOTAL	122	23	- 14.5
TOTAL	100	34	- 9.5	Alberta: North	54	11	- 10.3
Ontario: East	47	12	- 7.0	South	87	30	- 4.6
North	39	13	- 4.4	TOTAL	141	41	- 6.8
West	57	24	- 4.3	British Columbia:	55	26	- 0.9
TOTAL	143	49	- 5.2	CANADA	704	221	- 7.7
Manitoba ..	54	11	- 10.0				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.8	123.7	116.9	130.9	128.3	115.7	115.6
June	112.5	103.8	104.0	99.8	132.5	119.9	110.6	104.8
July	112.8		103.3		131.1		120.0	
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 6 months, 1939/1938	- 7.6		- 8.2		- 8.3		- 7.5	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.3	90.4	86.2	95.4	93.7	114.2	109.6
June	113.3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
July	115.4		96.1		99.2		112.4	
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 6 months, 1939/1938	- 8.9		- 8.7		- 6.6		- 3.8	

Note: Indexes for May and June, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1939

Country general store sales averaged 6 per cent lower in July of this ear than last and were 2 per cent above the June level, indexes of sales on the 1936 ase standing at 105.8 for July, 103.8 for June and 112.8 for July a year ago. All egions with the exception of the southern districts of Alberta reported decreased ales. Percentage declines from July last year for the various provinces were as folows: Maritime Provinces, 6 per cent; Quebec, 3 per cent; Ontario, 8 per cent; anitoba, 6 per cent; Saskatchewan, 11 per cent; Alberta, 4 per cent; British Columbia, per cent.

Cumulative figures for the first seven months of 1939 show a decline of per cent compared with the same period last year; results for individual provinces how but little variation from the Dominion average.

These results are based on calendar month dollar sales, no provision eing made for differences in number of business days in different months. There was he same number of business days in July of this year as last.

Percentages Change in Country General Store Sales by Regions

July, 1939 / July, 1938				July, 1939 / July, 1938			
egion	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
aritime Provinces:	85	34	- 6.4	Saskatchewan: North	63	12	- 10.5
uebec: South	56	27	- 3.9	South	57	9	- 10.4
North	49	22	- 2.9	TOTAL	120	21	- 10.5
TOTAL	105	49	- 3.2	Alberta: North	56	16	- 10.8
ntario: East	47	13	- 5.3	South	84	39	+ 0.2
North	37	12	- 7.7	TOTAL	140	55	- 4.0
West	56	10	- 9.9	British Columbia:	59	20	- 4.1
TOTAL	140	35	- 7.9	CANADA	707	229	- 6.2
anitoba ..	58	15	- 6.2				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.8	104.0	99.8	132.5	119.9	110.6	104.8
July	112.8	105.8	103.3	96.7	131.1	126.9	120.0	110.5
August	112.6		102.4		119.1		109.3	
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 7 months, 1939/1938	- 7.4		- 7.8		- 7.3		- 7.7	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	102.0	99.7	85.2	102.6	95.6	119.0	117.9
July	115.4	108.2	96.1	86.0	99.2	95.2	112.4	107.8
August	124.3		106.5		113.6		113.3	
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 7 months, 1939/1938	- 8.4		- 9.0		- 6.2		- 6.2	

Note: Indexes for June and July, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1939

Country general store sales in August were maintained within narrow limits of the level obtaining in the corresponding month a year ago, aggregate sales figures for almost 700 firms revealing a decline of only 2 per cent. July sales were 6 per cent lower this year than last while the June comparison indicated a decrease of 8 per cent.

August sales in the Maritimes and Saskatchewan were unchanged from the corresponding month of 1938. Alberta sales were up by 1 per cent while other provinces reported decreases amounting to 1 per cent for British Columbia, 3 per cent for Ontario, 5 per cent for Quebec and 6 per cent for Manitoba.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in August of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	August, 1939 / August, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	37	- 0.2
Quebec:			
South	52	17	- 8.3
North	46	17	- 4.0
TOTAL	98	34	- 5.4
Ontario:			
East	48	18	- 2.4
North	35	13	- 3.6
West	56	23	- 2.2
TOTAL	139	19	- 2.6
Manitoba:	54	19	- 6.0

Region	August, 1939 / August, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	59	23	- 2.9
South	54	37	+ 4.8
TOTAL	113	60	- 0.1
Alberta:			
North	61	27	+ 1.3
South	89	52	+ 0.8
TOTAL	150	79	+ 1.0
British Columbia:	50	20	- 1.2
CANADA:	686	303	- 2.2

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	105.8	103.3	96.7	131.1	126.9	120.0	110.5
August	112.6	110.1	102.4	102.2	119.1	112.7	109.3	106.5
September	115.8		98.6		107.3		105.2	
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 8 months, 1939/1938	- 6.7		- 6.8		- 7.0		- 7.0	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.2	96.1	86.0	99.2	95.2	112.4	107.8
August	124.3	116.8	106.5	106.4	113.6	114.7	113.3	111.9
September	131.7		130.2		130.1		111.4	
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 8 months, 1939/1938	- 8.1		- 7.7		- 5.1		- 3.6	

Note: Indexes for July and August, 1939, aare subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1939

Country general store sales averaged 12 per cent higher in September this year than last and were 20 per cent above the August level, indexes of sales on the 1936 base standing at 129.8 for September, 110.1 for August and 115.8 for September a year ago. This is the first increase in sales over the corresponding month in the preceding year recorded since June, 1938. All regions reported increased sales, Saskatchewan leading with a gain of 27 per cent while increases for the other provinces were as follows: Maritime Provinces, 10 per cent; Quebec, 9 per cent; Ontario, 9 per cent; Manitoba, 15 per cent; Alberta, 11 per cent and British Columbia, 3 per cent.

Cumulative figures for the first nine months show a decline of 4 per cent compared with the same period last year; results for the individual provinces show but little variation from the Dominion average.

These results are based on calendar month dollar sales, no provision being made for differences in number fo business days in different months. There was the same number of business days in September of this year as last but the occurrence of an extra Saturday this year is a factor to be considered.

Percentage Change in Country General Store Sales by Regions

Region	September, 1939 / September, 1938			Region	September, 1939 / September, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	87	64	+ 9.6	Saskatchewan:			
Quebec:				North	62	48	+ 25.7
South	53	35	+ 8.7	South	52	45	+ 30.1
North	45	34	+ 9.4	TOTAL	114	93	+ 27.3
TOTAL	98	69	+ 9.2	Alberta:			
Ontario:				North	57	35	+ 7.3
East	48	35	+ 8.9	South	88	64	+ 12.6
North	38	24	+ 6.2	TOTAL	145	99	+ 10.6
West	55	43	+ 9.9	British Columbia:	54	29	+ 3.2
TOTAL	141	102	+ 8.7				
Manitoba:	56	43	+ 14.8	CANADA	695	499	+ 12.1

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.1	102.4	102.2	119.1	112.7	109.3	106.5
September	115.8	129.8	98.6	108.1	107.3	117.2	105.2	114.4
October	117.9		101.9		116.1		101.0	
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 9 months, $\frac{1939}{1938}$ ...	- 4.2		- 4.9		- 5.3		- 5.2	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
August	124.3	116.8	106.5	106.4	113.6	114.7	113.3	111.9
September	131.7	151.2	130.2	165.7	130.1	143.9	111.4	115.0
October	117.7		134.5		140.0		113.3	
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 9 months, $\frac{1939}{1938}$ ...	- 4.9		- 2.0		- 2.8		- 2.8	

Note: Indexes for August and September, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1939

Country general store sales averaged 4 per cent higher in October this year than last but were 8 per cent below the September level, indexes of sales on the 1936 base standing at 122.0 for October, 129.8 for September and 117.9 for October a year ago. Saskatchewan again headed the list with a gain of 17 per cent while smaller increases were shown by Manitoba with 5 per cent and Ontario and Quebec, each with 4 per cent. Three regions registered declines, the Maritime Provinces being down 2 per cent, Alberta down 4 per cent and British Columbid, down 7 per cent.

Cumulative figures for the first 10 months show a decline of 3 per cent compared with the same period last year. With the exception of Saskatchewan results for the individual provinces show but little variation from the Dominion average; Saskatchewan shows an increase of 1 per cent.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in October of this year as last but there was one less Saturday in October, 1939 than in the same month a year ago.

Percentage Change in Country General Store Sales by Regions

Region	October, 1939 / October, 1938: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	86	38	- 1.7
Quebec:			
South ...	52	28	+ 2.5
North ...	48	27	+ 4.2
TOTAL ...	100	55	+ 3.7
Ontario:			
East	50	29	+ 9.4
North ...	38	18	- 5.6
West	55	34	+ 5.3
TOTAL ...	143	81	+ 4.0
Manitoba:	55	28	+ 5.3

Region	October, 1939 / October, 1938: Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	59	37	+ 14.8
South	56	38	+ 19.7
TOTAL	115	75	+ 16.6
Alberta:			
North	53	23	- 2.2
South	93	37	- 4.3
TOTAL	146	60	- 3.5
British Columbia:	57	21	- 6.8
CANADA:	702	358	+ 3.5

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1
September	115.8	129.8	98.6	108.1	107.3	117.2	105.2	114.4
October	117.9	122.0	101.9	100.2	116.1	120.4	101.0	105.0
November	104.2		97.4		105.4		97.8	
December	120.8		115.9		122.3		115.8	
% Change, 10 months, 1939/1938	- 3.3		- 4.6		- 4.2		- 4.3	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
August	124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
September	131.7	151.2	130.2	165.7	130.1	143.9	111.4	115.0
October	117.7	123.9	134.5	156.8	140.0	135.1	113.3	105.6
November	110.0		112.1		110.3		97.4	
December	128.8		114.0		130.5		123.6	
% Change, 10 months, 1939/1938	- 3.7		+ 0.7		- 2.9		- 3.3	

Note: Indexes for September and October, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1939

Country general store sales averaged 2 per cent lower in November this year than last and decreased seasonally by 20 per cent below the October level, indexes of sales on the 1936 base standing at 102.0 for November, 122.0 for October and 104.2 for November a year ago. The Maritime Provinces registered an increase of 5 per cent and Ontario increased 1 per cent. All other regions showed decreases ranging from 10 per cent in Saskatchewan to 1 per cent in Quebec with Alberta sales decreasing 4 per cent and Manitoba and British Columbia down 5 per cent.

Cumulative figures for the first eleven months show a decline of 3 per cent compared with the same period last year. With the exception of Saskatchewan results for the individual provinces show but little variation from the Dominion average; Saskatchewan shows a slight decrease compared with 1938.

These results are based on calendar-month dollar sales, no provision being made for differences in number of business days in different months. There was the same number of business days in November of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	November, 1939 / November, 1938			Region	November, 1939 / November, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	85	47	+ 5.4	Saskatchewan: North	63	21	- 9.5
Quebec: South	51	22	- 5.1	South	53	12	- 10.0
North	50	28	+ 1.0	TOTAL	116	33	- 9.7
TOTAL	101	50	- 1.0	Alberta: North	56	28	- 3.0
Ontario ... East	48	25	+ 4.6	South	83	29	- 4.8
North	36	17	+ 0.2	TOTAL	139	57	- 4.1
West	52	21	- 1.2	British Columbia: ..	51	21	- 4.6
TOTAL	136	63	+ 1.1	CANADA:	682	295	- 2.1
Manitoba: .	54	24	- 5.2				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

onth	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
anuary	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
ebruary	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
arch	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
pril	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
ay	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
une	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
uly	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
ugust	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1
eptember	115.8	129.8	98.6	107.9	107.3	117.4	105.2	114.1
ctober	117.9	122.0	101.9	100.2	116.1	120.4	101.0	105.0
ovember	104.2	102.0	97.4	102.7	105.4	104.3	97.8	98.9
ecember	120.8		115.9		122.3		115.8	
Change, 1 months, 1939/1938	- 3.2		- 3.7		- 3.9		- 3.9	

onth	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
anuary	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
ebruary	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
arch	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
pril	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
ay	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
une	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
uly	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
ugust	124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
eptember	131.7	151.9	130.2	166.0	130.1	144.2	111.4	114.1
ctober	117.7	123.9	134.5	156.8	140.0	135.1	113.3	105.6
ovember	110.0	104.3	112.1	101.2	110.3	105.8	97.4	92.9
ecember	128.8		114.0		130.5		123.6	
% Change, 11 months, 1939/1938	- 3.8		- 0.4		- 2.1		- 3.5	

Note: Indexes for October and November, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1939

Country general store sales averaged 4 per cent higher in December of this year than last according to reports received from more than 700 general merchandise stores located in the smaller towns and rural areas of the country and showed a seasonal increase of 24 per cent over November, indexes of sales on the 1936 base standing at 125.6 for December, 102.0 for November and 120.8 for December a year ago. All provinces except British Columbia registered increases. Sales in the Maritime Provinces were up 7 per cent; Alberta, 6 per cent; Saskatchewan, 5 per cent; Quebec, 4 per cent and Manitoba and Ontario, 3 per cent. Sales for British Columbia were down 5 per cent from December a year ago.

Sales for the calendar year were off by 3 per cent from 1938. With the exception of Saskatchewan, results for the individual provinces showed little variation from the Dominion average. Saskatchewan showed a slight increase compared with the previous year.

These results are based on calendar-month dollar sales, no provision being made for differences in number of business days in different months. There was one business day less in December this year than last.

Percentage Change in Country General Store Sales by Regions

Region	December, 1939 / December, 1938			Region	December, 1939 / December, 1938		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	87	50	+ 7.2	Saskatchewan: North	64	40	+ 6.8
Quebec: South	55	33	+ 4.9	South	58	27	+ 1.4
North	48	23	+ 4.2	TOTAL	122	67	+ 4.8
TOTAL	103	56	+ 4.4	Alberta: North	55	28	+ 3.5
Ontario: East	49	31	+ 7.1	South	86	55	+ 7.1
North	38	16	+ 1.6	TOTAL	141	83	+ 5.7
West	54	28	+ 1.4	British Columbia:	54	22	- 4.7
TOTAL	141	75	+ 3.3	CANADA:	707	386	+ 4.0
Manitoba:	59	33	+ 3.2				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1938	1939	1938	1939	1938	1939	1938	1939
January	81.6	76.5	89.8	80.4	83.7	77.6	80.0	76.0
February	80.4	73.3	87.1	76.6	82.3	76.6	81.4	74.3
March	91.1	83.9	90.6	83.5	104.8	95.8	94.6	84.1
April	104.2	91.2	98.5	87.9	110.5	93.3	105.5	88.9
May	111.9	108.9	123.7	117.4	130.9	128.7	115.7	114.9
June	112.5	103.7	104.0	100.0	132.5	120.6	110.6	104.7
July	112.8	106.4	103.3	97.7	131.1	127.0	120.0	110.5
August	112.6	110.3	102.4	102.3	119.1	113.7	109.3	106.1
September	115.8	129.8	98.6	107.9	107.3	117.4	105.2	114.1
October	117.9	122.4	101.9	100.5	116.1	120.2	101.0	105.0
November	104.2	102.0	97.4	102.7	105.4	104.3	97.8	98.9
December	120.8	125.6	115.9	124.2	122.3	127.7	115.8	119.6
% Change, 12 months, 1939/1938	- 2.5		- 2.6		- 3.2		- 3.2	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1938	1939	1938	1939	1938	1939	1938	1939
January	77.6	70.2	63.9	62.6	76.3	71.3	84.7	80.3
February	77.6	68.5	67.3	60.4	72.6	66.4	82.5	79.1
March	90.1	83.3	73.8	70.0	84.7	78.6	93.9	89.8
April	104.2	93.1	95.4	83.4	105.3	95.6	106.4	101.0
May	103.1	98.8	90.4	86.3	95.4	93.9	114.2	109.7
June	113.3	101.2	99.7	84.5	102.6	95.6	119.0	116.7
July	115.4	108.7	96.1	87.4	99.2	95.5	112.4	108.4
August	124.3	116.7	106.5	107.1	113.6	114.3	113.3	110.8
September	131.7	151.9	130.2	166.0	130.1	144.2	111.4	114.1
October	117.7	124.4	134.5	158.7	140.0	135.4	113.3	106.2
November	110.0	104.3	112.1	101.2	110.3	105.8	97.4	92.9
December	128.8	132.9	114.0	119.5	130.5	137.9	123.6	117.8
% Change, 12 months, 1939/1938	- 3.1		+ 0.3		- 2.1		- 3.6	

Note: Indexes for November and December, 1939, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1940

Country general store sales averaged 12 per cent higher in January of this ear than last according to reports received from approximately 700 general merchandise tores located in the smaller towns and rural areas of the country. All parts of the ominion registered increases ranging from 6 per cent in British Columbia to 16 per cent or the northern part of Saskatchewan. Increases for the other provinces were: Manitoba, 0 per cent; Ontario, 11 per cent; Saskatchewan and Alberta, 12 per cent and the aritime Provinces and Quebec, 14 per cent.

These results are based on calendar-month dollar sales, no provision being ade for differences in number of business days in different months. There was one more usiness day in January this year than last.

Percentage Change in Country General Store Sales by Regions

Region	January, 1940 / January, 1939			Region	January, 1940 / January, 1939		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	90	74	+ 14.4	Saskatchewan:			
Quebec:				North	60	47	+ 15.9
South	53	40	+ 11.4	South	55	29	+ 6.5
North	48	34	+ 14.7	TOTAL	115	76	+ 12.4
TOTAL	101	74	+ 13.6	Alberta:			
Ontario:				North	54	42	+ 9.6
East	49	37	+ 12.6	South	85	69	+ 13.7
North	39	25	+ 7.3	TOTAL	139	111	+ 12.1
West	54	40	+ 10.6	British Columbia:	56	36	+ 6.3
TOTAL	142	102	+ 10.5				
Manitoba:	54	40	+ 10.3	CANADA:	697	513	+ 11.9

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1939	1940	1939	1940	1939	1940	1939	1940
January	76.5	85.8	80.4	92.5	77.6	88.5	76.0	84.0
February	73.3		76.6		76.6		74.3	
March	83.9		83.5		95.8		84.1	
April	91.2		87.9		93.3		88.9	
May	108.9		117.4		128.7		114.9	
June	103.7		100.0		120.6		104.7	
July	106.4		97.7		127.0		110.5	
August	110.3		102.3		113.7		106.1	
September	129.8		107.9		117.4		114.1	
October	122.4		100.5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	125.6		124.2		127.7		119.6	
% Change, 1 month, 1940/1939	+12.2		+15.0		+14.0		+10.5	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.8	62.6	70.7	71.3	79.9	80.3	85.5
February	68.5		60.4		66.4		79.1	
March	83.3		70.0		78.6		89.8	
April	93.1		83.4		95.6		101.0	
May	98.8		86.3		93.9		109.7	
June	101.2		84.5		95.6		116.7	
July	108.7		87.4		95.5		108.4	
August	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106.2	
November	103.6		102.7		106.3		93.5	
December	132.9		119.5		137.9		117.8	
% Change, 1 month, 1940/1939	+10.8		+12.9		+12.1		+ 6.5	

Note: Indexes for December, 1939, and January, 1940, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1940

Country general store sales averaged 12 per cent higher in February of this year than last according to reports received from over 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the Dominion registered increases ranging from 3 per cent in Northern Ontario to 21 per cent in the Maritime Provinces. Increases for the other provinces were: Alberta, 16 per cent; Ontario, Manitoba and Saskatchewan, 12 per cent; Quebec, 9 per cent and British Columbia, 4 per cent.

Sales for the first two months of 1940 increased by 12 per cent from 1939, results for Quebec, Ontario, Manitoba and Saskatchewan showing little variation from the Dominion average. The Maritime Provinces increased 19 per cent, Alberta, 14 per cent and British Columbia, 5 per cent.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was one more business day in February this year than last.

Percentage Change in Country General Store Sales by Regions

Region	February, 1940 / February, 1939			Region	February, 1940 / February, 1939		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	87	70	+ 21.2	Saskatchewan: North	64	50	+ 16.2
Quebec: South	53	36	+ 10.9	South	56	31	+ 4.3
North	48	28	+ 8.6	TOTAL	120	81	+ 11.8
TOTAL	101	64	+ 9.3	Alberta: North	58	43	+ 19.7
Ontario: East	49	41	+ 19.8	South	85	71	+ 13.8
North	37	22	+ 2.5	TOTAL	143	114	+ 16.0
West	56	45	+ 12.0	British Columbia ...	57	31	+ 4.3
TOTAL	142	108	+ 12.3	CANADA:	703	571	+ 12.5
Manitoba:	53	43	+ 12.0				

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1939	1940	1939	1940	1939	1940	1939	1940
January	76.5	85.8	80.4	92.5	77.6	88.5	76.0	84.0
February	73.3	82.5	76.6	93.7	76.6	83.5	74.3	83.3
March	83.9		83.5		95.8		84.1	
April	91.2		87.9		93.3		88.9	
May	108.9		117.4		128.7		114.9	
June	103.7		100.0		120.6		104.7	
July	106.4		97.7		127.0		110.5	
August	110.3		102.3		113.7		106.1	
September	129.8		107.9		117.4		114.1	
October	122.4		100.5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	126.1		124.0		127.9		120.0	
% Change, 2 months, 1940/1939	+12.3		+18.6		+11.5		+11.3	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.8	62.6	70.7	71.3	79.9	80.3	85.5
February	68.5	77.3	60.4	67.4	66.4	77.0	79.1	82.0
March	83.3		70.0		78.6		89.8	
April	93.1		83.4		95.6		101.0	
May	98.8		86.3		93.9		109.7	
June	101.2		84.5		95.6		116.7	
July	108.7		87.4		95.5		108.4	
August	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106.2	
November	103.6		102.7		106.3		93.5	
December	133.2		120.0		138.6		118.9	
% Change, 2 months, 1940/1939	+11.8		+12.3		+13.9		+ 5.1	

Note: Indexes for January and February, 1940, are subject to revision.

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1940

Country general stores averaged 9 per cent higher in March of this year than last according to reports received from approximately 700 general merchandise stores located in the smaller towns and rural areas of the country. All parts of the Dominion registered increases ranging from 2 per cent in Southern Quebec to 16 per cent in Northern Saskatchewan. Increases for the provinces were: Saskatchewan, 14 per cent; Alberta, 13 per cent; the Maritime Provinces, 11 per cent; Ontario and Manitoba, 8 per cent; British Columbia, 7 per cent and Quebec, 3 per cent.

Sales for the first three months of 1940 increased by 11 per cent from 1939. Results for Ontario and Saskatchewan showed little variation from the Dominion average; the Maritime Provinces increased 16 per cent, Alberta, 14 per cent, Manitoba, 10 per cent, Quebec, 9 per cent, and British Columbia, 5 per cent.

These results are based on calendar month dollar sales, no provision being made for differences in number of business days in different months. There was one less business day in March, 1940 than in March, 1939 but this was offset by a fifth Saturday in March this year.

Percentage Change in Country General Store Sales by Regions

Region (March, 1940 / March, 1939)	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	89	66	+ 11.3
Quebec:			
South	55	27	+ 1.5
North	47	22	+ 4.1
TOTAL	102	49	+ 3.3
Ontario:			
East	48	40	+ 12.8
North	37	18	+ 2.9
West	53	37	+ 7.2
TOTAL	138	95	+ 8.0
Manitoba:	56	37	+ 7.5
Saskatchewan:			
North	64	49	+ 15.6
South	56	37	+ 10.2
TOTAL	120	86	+ 13.6
Alberta:			
North	55	35	+ 14.5
South	85	65	+ 11.5
TOTAL	140	100	+ 12.6
British Columbia:	51	34	+ 6.8
CANADA:	696	467	+ 8.8

Indexes of Country General Store Sales
(Average Monthly Sales in 1936 = 100)

Month	Canada		Maritime Provinces		Quebec		Ontario	
	1939	1940	1939	1940	1939	1940	1939	1940
January	76.5	85.5	80.4	91.9	77.6	88.5	76.0	84.3
February	73.3	82.5	76.6	93.7	76.6	83.5	74.3	83.3
March	83.9	91.6	83.5	92.7	95.8	99.6	84.1	91.5
April	91.2		87.9		93.3		88.9	
May	108.9		117.4		128.7		114.9	
June	103.7		100.0		120.6		104.7	
July	106.4		97.7		127.0		110.5	
August	110.3		102.3		113.7		106.1	
September	129.8		107.9		117.4		114.1	
October	122.4		100.5		120.2		105.0	
November	102.6		103.4		104.8		99.4	
December	126.1		124.0		127.9		120.0	
% Change, 3 months, 1940/1939	+11.1		+15.7		+ 8.6		+10.5	

Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	1939	1940	1939	1940	1939	1940	1939	1940
January	70.2	77.7	62.6	69.5	71.3	80.1	80.3	84.8
February	68.5	77.3	60.4	67.4	66.4	77.0	79.1	82.0
March	83.3	89.5	70.0	80.2	78.6	88.8	89.8	95.2
April	93.1		83.4		95.6		101.0	
May	98.8		86.3		93.9		109.7	
June	101.2		84.5		95.6		116.7	
July	108.7		87.4		95.5		108.4	
August	116.7		107.1		114.3		110.8	
September	151.9		166.0		144.2		114.1	
October	124.4		158.7		135.4		106.2	
November	103.6		102.7		106.3		93.5	
December	133.2		120.8		138.6		118.9	
% Change, 3 months, 1940/1939	+10.1		+12.5		+13.7		+ 5.1	

Note: Indexes for February and March, 1940, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1940

Country general store sales for April advanced by 6 per cent over March and were 7 per cent higher than in April, 1939 according to reports from approximately 700 of these general merchandise stores located in the smaller towns and rural areas of the country. All regions excepting the southern districts of Saskatchewan and Alberta reported gains over April a year ago. Sales in the Maritime Provinces and Quebec were up by 9 per cent. Ontario sales gained 10 per cent; Manitoba, 1 per cent and British Columbia, 3 per cent. A 13 per cent increase in the northern districts of Saskatchewan was modified by a decline of 3 per cent in the southern sections resulting in a gain of 7 per cent for the province as a whole. Sales in the northern part of Alberta were up 11 per cent while sales in the southern sections averaged 7 per cent lower than in April last year.

The 6 per cent increase shown in the Dominion results for the March-April comparison was slightly less than the usual seasonal movement for this period according to the experience of the past four years for which figures are available. The April index, adjusted for differences in number of business days and for normal seasonal variations declined from 108.4 in March to 106.2 in April.

Percentage Change in Country General Store Sales by Regions

April, 1940 / April, 1939				April, 1940 / April, 1939			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	84	57	+ 8.8	Saskatchewan:			
Quebec:				North	62	41	+ 13.4
South	50	35	+ 6.4	South	52	26	- 3.4
North	45	31	+ 10.2	TOTAL	114	67	+ 7.2
TOTAL	95	66	+ 9.0	Alberta:			
Ontario:				North	56	41	+ 11.0
East	47	39	+ 13.3	South	82	33	- 6.5
North	36	22	+ 5.5	TOTAL	138	74	+ 0.2
West	53	32	+ 10.7	British Columbia:	56	28	+ 3.0
TOTAL	136	93	+ 10.3				
Manitoba:	53	31	+ 1.1	CANADA:	676	416	+ 6.8

Adjusted Indexes

Indexes of country general store sales are now available for Ontario and the Prairie Provinces since January, 1936. Indexes for the Maritime Provinces, Quebec and British Columbia commenced in March, 1936. The indexes previously published were based on calendar month totals, no allowances being made for differences in the number of business days in various months or for normal seasonal movements.

Adjustments to allow for these factors have recently been made and in this report there will be found tables giving the complete series of indexes since the beginning of 1936. Two series of indexes are shown. The first is based on monthly sales figures while the second is adjusted to allow both for differences in number of business days and also for normal seasonal variations.

In adjusting for differences in the number of business days in different months allowance was made not only for variations in the actual number of days but also for differences in the sales importance of different days of the week. According to information received from a sample number of country general stores, approximately 27 per cent of the weekly business is transacted on Saturday. The proportion for Wednesday is lowest at 13 per cent. The proportions for the several days of the week are shown below:

Percentage of Weekly Business Normally Transacted by Country General Stores on Various Days of the Week

Day	Per cent of business
Monday	15.2
Tuesday	13.8
Wednesday	13.1
Thursday	15.4
Friday	15.8
Saturday	26.7
	100.0

On the basis of these percentages, weights were assigned to the several days of the week and the sum of these weights for a calendar month was taken to represent the number of business days in that month.

Adjustments for seasonal variations are provisional until records for a longer period of time become available. Average results for the Dominion as a whole indicate that country general store sales are lowest in January when the volume of business transacted is 22 per cent below an average month. February and March sales are only slightly higher. An upward movement commenced in April is continued in May when sales are normally 4 per cent above an average month. Sales are maintained at the May level throughout the summer months until September when another expansion takes place, which, except for an easing off in November is continued till the end of the year. Approximately 38 per cent of the annual business of country general stores is transacted in the last four months of the year.

The seasonal pattern for country general stores differs considerably for different regions of the country, the concentration of business in the latter part of the year being greater in the Prairie Provinces than in other sections. Sales in the last four months of the year form 40 per cent of the annual business in Manitoba, 43 per cent in Saskatchewan and 41 per cent in Alberta. This greater concentration of business in the latter months of the year is naturally accompanied by lower sales in the earlier months.

INDEXES OF COUNTRY GENERAL STORE SALES
(Average Monthly Sales for 1936 = 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes

Year and Month	Canada		Maritime Provinces		Quebec		Ontario	
	A	B	A	B	A	B	A	B
1936								
January	75.7	96.7	(1)	(1)	(1)	(1)	75.0	94.6
February	74.3	94.8	(1)	(1)	(1)	(1)	77.1	93.6
March	80.0	97.9	83.9	100.2	82.8	95.5	82.6	97.5
April	90.7	99.0	91.3	99.7	88.5	97.7	97.3	102.8
May	105.5	98.4	109.8	91.0	110.0	94.4	112.6	97.5
June	101.9	98.4	101.6	100.0	112.1	99.6	105.0	100.4
July	103.5	98.0	102.3	97.8	113.0	96.6	109.6	96.3
August	110.2	102.2	103.5	101.8	109.0	99.3	109.4	98.3
September	115.2	102.9	98.3	99.7	104.1	104.6	104.8	101.4
October	122.0	101.1	112.5	102.0	108.9	99.6	109.6	101.2
November	102.0	102.6	106.5	106.1	100.9	102.5	99.5	105.2
December	119.0	102.9	119.0	102.0	112.6	101.8	117.5	102.5
1937								
January	80.7	104.2	89.4	103.6	79.2	106.4	81.2	103.5
February	77.5	105.4	81.9	102.3	78.9	110.1	83.0	107.5
March	90.6	107.6	92.5	107.3	97.5	109.2	93.0	106.6
April	98.8	107.0	100.2	108.5	100.0	109.5	101.6	106.5
May	114.4	107.1	123.3	102.6	126.6	109.1	122.7	106.7
June	110.7	107.3	109.8	108.5	128.8	114.9	112.1	107.6
July	117.7	108.2	119.6	111.1	136.7	113.5	127.1	108.4
August	113.5	108.6	107.2	108.7	124.7	117.0	113.9	110.0
September	121.0	107.5	108.7	109.7	116.4	116.4	113.7	109.4
October	128.2	110.0	118.1	110.8	125.9	119.2	117.6	112.5
November	111.2	108.3	111.1	107.2	112.9	111.2	103.3	105.8
December	126.9	111.5	126.9	110.6	130.7	120.0	126.7	112.2
Annual Average	107.6		107.4		113.1		108.0	
1938								
January	81.6	108.3	89.8	106.9	83.7	115.6	80.0	104.9
February	80.4	109.4	87.1	108.8	82.3	114.9	81.4	105.4
March	91.1	108.2	90.6	105.0	104.8	117.4	94.6	108.4
April	104.2	109.9	98.5	103.8	110.5	117.8	105.5	107.7
May	111.9	108.0	123.7	106.2	130.9	116.3	115.7	103.7
June	112.5	108.7	104.0	102.4	132.5	117.7	110.6	105.7
July	112.8	107.3	103.3	99.2	131.1	112.6	120.0	105.8
August	112.6	104.5	102.4	100.7	119.1	108.4	109.3	102.4
September	115.8	102.1	98.6	98.8	107.3	106.4	105.2	100.6
October	117.9	101.5	101.9	96.0	116.1	110.4	101.1	97.0
November	104.2	101.9	97.4	94.4	105.4	104.1	97.8	100.6
December	120.8	100.2	115.9	95.3	122.3	105.9	115.8	96.8
Annual Average	105.9		101.1		112.2		103.1	
1939								
January	76.5	102.1	80.4	96.1	77.6	107.6	76.0	100.0
February	73.3	99.7	76.6	95.7	76.6	106.9	74.3	96.3
March	83.9	98.8	83.5	96.1	95.8	106.3	84.1	95.5
April	91.2	99.9	87.9	96.3	93.3	103.3	88.9	94.3
May	108.9	102.0	117.4	97.7	128.7	111.0	114.9	99.9
June	103.7	99.3	100.0	97.6	120.6	106.3	104.7	99.3
July	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9
Annual Average	102.9		98.5		108.6		99.8	
1940								
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5
March(2)	91.6	108.4	92.7	107.0	99.6	111.0	91.5	104.5
April(2)	97.3	106.2	95.7	104.5	100.8	111.2	97.8	103.4

(1) Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

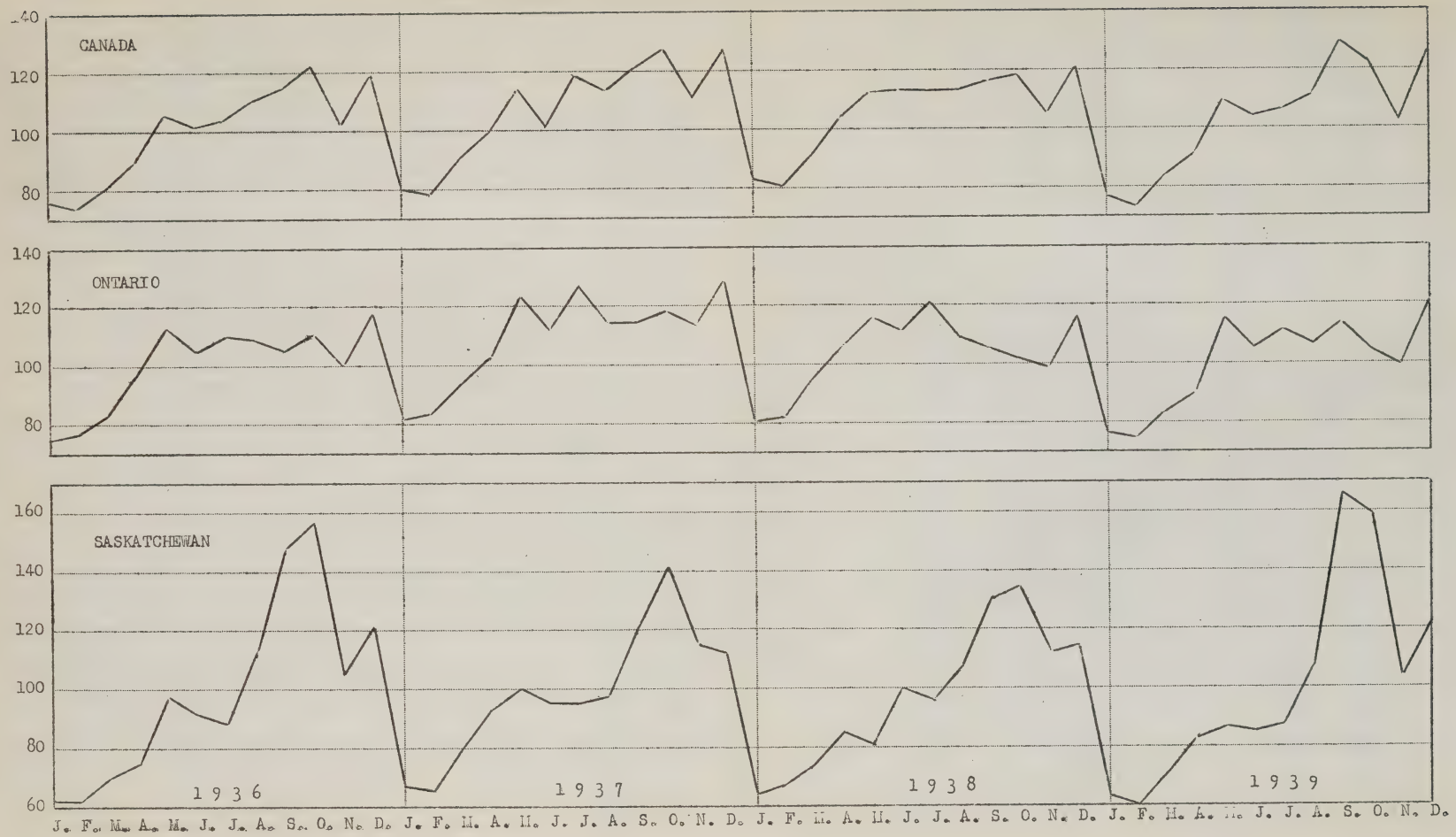
INDEXES OF COUNTRY GENERAL STORE SALES
(Average Monthly Sales for 1936 = 100)

A. Unadjusted indexes. B. Seasonally adjusted indexes.

Year and Month	Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B
1936								
January	69.0	96.8	62.1	92.4	72.1	97.0	(1)	(1)
February	67.3	94.2	62.4	89.9	69.9	96.6	(1)	(1)
March	73.9	95.1	70.1	96.4	78.8	100.1	86.4	102.0
April	81.2	92.6	84.8	93.5	92.1	96.4	96.9	99.3
May	94.7	98.8	97.1	102.4	98.7	105.2	104.5	97.5
June	96.5	97.9	90.5	95.7	95.7	101.2	104.3	93.5
July	104.3	99.8	88.0	94.4	96.8	101.6	104.8	97.3
August	124.8	104.8	112.8	104.7	108.8	100.0	110.3	102.3
September	134.4	104.8	148.4	110.8	122.2	99.8	106.0	100.7
October	133.9	106.5	157.2	105.2	132.6	98.9	107.9	98.8
November	98.3	97.9	105.3	95.7	103.5	98.3	98.4	105.1
December	121.7	101.0	121.3	104.1	128.8	102.6	117.6	102.6
1937								
January	74.5	105.8	65.7	98.8	75.2	102.4	84.2	104.8
February	68.6	102.4	64.6	99.1	70.6	104.0	78.7	103.2
March	86.0	107.4	79.9	106.6	86.8	107.0	94.0	107.8
April	89.3	101.0	92.6	101.3	99.0	102.7	105.0	106.7
May	101.1	105.9	100.2	106.1	98.9	105.8	112.7	105.6
June	103.1	104.9	95.2	101.1	98.7	104.7	119.5	107.6
July	114.8	101.6	94.6	98.6	100.1	102.1	120.5	108.7
August	124.3	107.6	97.3	93.0	111.6	105.7	115.4	110.4
September	145.8	113.1	120.9	89.8	129.5	105.2	117.4	111.0
October	140.3	115.5	142.3	98.6	132.6	102.4	117.5	111.3
November	119.2	115.1	114.7	101.1	117.0	107.8	105.5	109.2
December	137.9	116.2	111.8	97.4	132.9	107.6	125.0	110.8
Annual Average	108.7		98.3		104.4		107.9	
1938								
January	77.6	113.2	63.9	98.8	76.3	106.8	84.7	108.3
February	77.6	115.8	67.3	103.3	72.6	106.8	82.5	108.2
March	90.1	112.6	73.8	98.5	84.7	104.4	93.9	107.6
April	104.2	114.9	95.4	101.6	105.3	106.4	106.4	105.3
May	103.1	111.3	90.4	98.7	95.4	105.3	114.2	110.3
June	113.3	114.9	99.7	105.4	102.6	108.4	119.0	106.7
July	115.4	110.8	96.1	103.6	99.2	104.6	112.4	104.8
August	124.3	104.4	106.5	98.8	113.6	104.3	113.3	105.1
September	131.7	101.4	130.2	96.0	130.1	104.9	111.4	104.5
October	117.7	97.2	134.5	93.5	140.0	108.5	113.3	107.7
November	110.0	106.6	112.1	99.1	110.3	102.0	97.4	101.2
December	128.8	102.4	114.0	93.7	130.5	99.7	123.6	103.4
Annual Average	107.8		98.7		105.0		106.0	
1939								
January	70.2	102.8	62.6	97.2	71.3	100.3	80.3	103.1
February	68.5	102.2	60.4	92.7	66.4	97.8	79.1	103.7
March	83.3	103.2	70.0	92.6	78.6	96.1	89.8	102.0
April	93.1	106.6	83.4	92.4	95.6	100.4	101.0	103.9
May	98.8	103.4	86.3	91.4	93.9	100.5	109.7	102.7
June	101.2	101.8	84.5	88.6	95.6	100.2	116.7	103.7
July	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
August	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
Annual Average	104.5		99.2		103.0		102.4	
1940								
January	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March(2)	89.5	111.3	80.2	106.6	88.8	109.0	95.2	108.6
April(2)	94.9	108.3	88.8	98.0	95.9	100.3	105.0	107.6

(1) Indexes for these months are not available. Indexes for this region based on the twelve month period ending February, 1937. (2) Subject to revision.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1936 = 100)



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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1940

Country general store sales in Canada averaged 9 per cent higher in May of this year than last and were up 21 per cent over April, 1940 according to returns from almost 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported increased business, gains in the southern districts of Saskatchewan and Alberta being outstanding at 17 per cent and 18 per cent respectively over May last year. Provincial increases were as follows: Maritime Provinces, 6 per cent; Quebec, 11 per cent; Ontario, 6 per cent; Manitoba, 4 per cent; Saskatchewan, 12 per cent; Alberta, 14 per cent and, British Columbia, 1 per cent. The unadjusted index on the 1936 base for Canada as a whole stands at 118.0 for May, 1940, 97.3 for April, 1940 and 108.9 for May, 1939.

The May index, adjusted both for differences in number of business days and also for normal seasonal variations stands at 109.6, up 3 per cent from April and 8 per cent higher than May a year ago.

Percentage Change in Country General Store Sales by Regions

Region	May, 1940 / May, 1939		
	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	85	53	+ 5.8
Quebec:			
South	53	33	+ 6.5
North	46	36	+ 12.4
TOTAL	99	69	+ 10.5
Ontario:			
East	45	38	+ 10.9
North	36	20	+ 3.9
West	55	36	+ 3.1
TOTAL	136	94	+ 5.9
Manitoba:	57	34	+ 4.3

Region	May, 1940 / May, 1939		
	Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	65	45	+ 9.2
South	57	45	+ 17.2
TOTAL	122	90	+ 12.2
Alberta:			
North	56	40	+ 8.4
South	82	72	+ 18.0
TOTAL	138	112	+ 14.4
British Columbia:	54	28	+ 1.3
CANADA:	691	480	+ 8.5

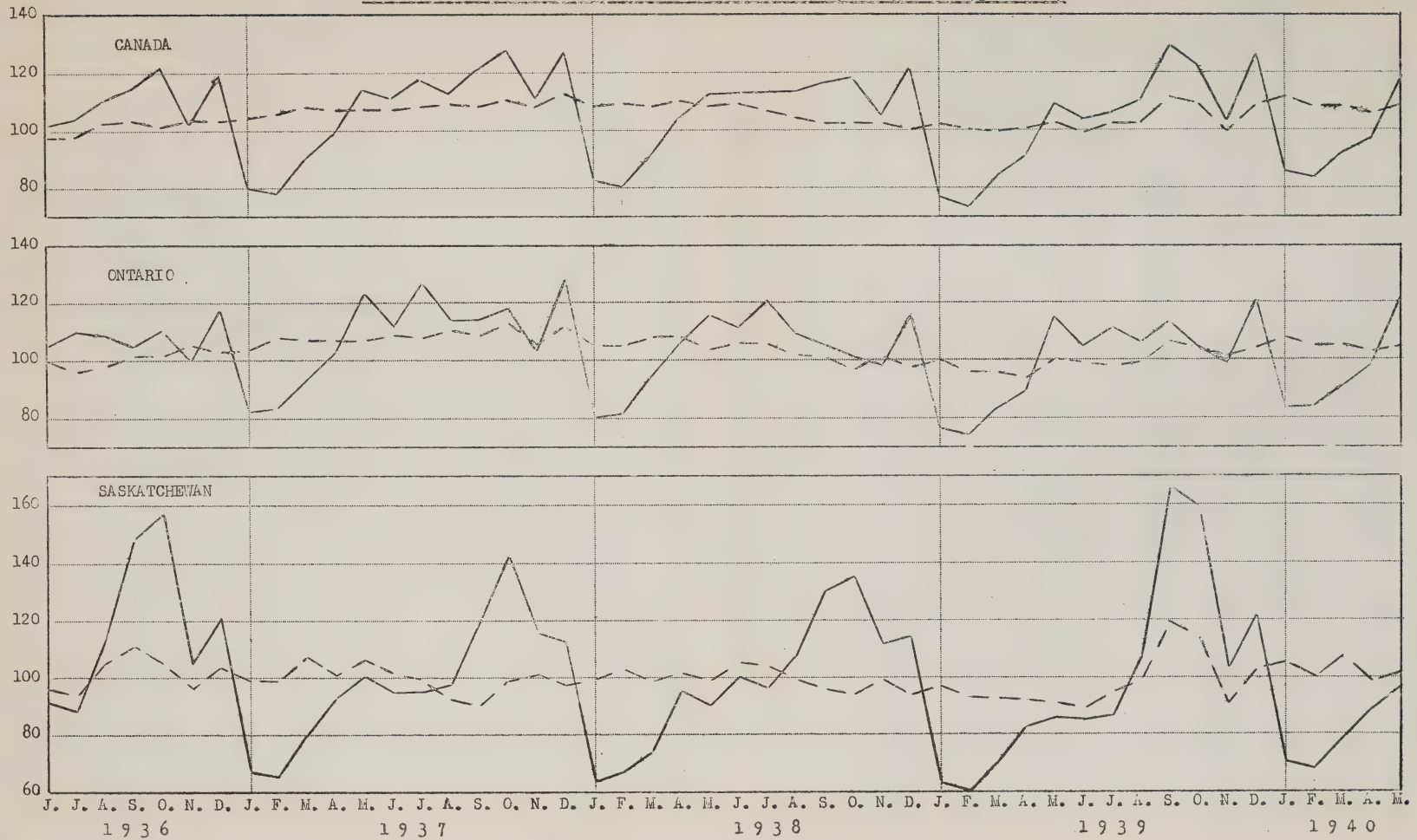
INDEXES OF COUNTRY GENERAL STORE SALES-(AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
May, 1936	105.5	98.4	109.8	91.0	110.0	94.4	112.6	97.5	94.7	98.8	97.1	102.4	98.7	105.2	104.5	97.5
May, 1937	114.4	107.1	123.3	102.6	126.6	109.1	122.7	106.7	101.1	105.9	100.2	106.1	98.9	105.8	112.7	105.6
May, 1938	111.9	108.0	123.7	106.2	130.9	116.3	115.7	103.7	103.1	111.3	90.4	98.7	95.4	105.3	114.2	110.3
May, 1939	108.9	102.0	117.4	97.7	128.7	111.0	114.9	99.9	98.8	103.4	86.3	91.4	93.9	100.5	109.7	102.7
May, 1940	118.0	109.6	123.7	102.1	141.8	121.2	122.4	105.5	102.5	106.5	96.7	101.5	107.2	113.8	111.0	103.1
1939																
June	103.7	99.3	100.0	97.6	120.6	106.3	104.7	99.3	101.2	101.8	84.5	88.6	95.6	100.2	116.7	103.7
July	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.3	106.2	95.7	104.5	100.8	111.2	97.0	103.4	94.9	108.3	88.8	98.0	95.9	100.3	105.0	107.6
May	118.0	109.6	123.7	102.1	141.8	121.2	122.4	105.5	102.5	106.5	96.7	101.5	107.2	113.8	111.0	103.1
% Change, January-May, 1940 / January-May, 1939	+ 9.4	-	+11.4	-	+ 8.8	-	+ 9.3	-	+ 6.5	-	+10.8	-	+10.6	-	+ 4.2	-

Note:- Indexes for April and May, 1940 are subject to revision.

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES - (Average for 1936 = 100)



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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1940

Country general store sales in Canada averaged 8 per cent higher in June of this year over June, 1939, according to returns received from almost 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported increased business ranging from 1 per cent for British Columbia to 17 per cent for the southern district of Saskatchewan. Provincial increases were as follows: Maritime Provinces, 4 per cent; Quebec, 10 per cent; Ontario, 6 per cent; Manitoba, 3 per cent; Saskatchewan, 14 per cent; Alberta, 12 per cent; and British Columbia, 1 per cent. The unadjusted index on the 1936 base for Canada as a whole stands at 112.4 for June 1940, 118.0 for May 1940, and 103.7 for June, 1939.

The June index, adjusted both for differences in number of business days and for normal seasonal variations stands at 108.9, 10 per cent higher than June a year ago.

Percentage Change in Country General Store Sales by Regions

June, 1940 / June, 1939				June, 1940 / June, 1939			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	80	47	+ 4.3	Saskatchewan: North	66	46	+13.0
Quebec: South	54	32	+10.3	South	57	42	+16.5
North	45	26	+10.1	TOTAL	123	88	+14.3
TOTAL	99	58	+10.2	Alberta: North	58	40	+ 9.0
Ontario: East	49	34	+10.0	South	89	76	+13.6
North	37	18	+ 3.3	TOTAL	147	116	+11.9
West	54	33	+ 5.1	British Columbia:	54	28	+ 0.8
TOTAL	140	85	+ 6.3	CANADA:	697	454	+ 8.3
Manitoba:	54	32	+ 3.3				

INDEXES OF COUNTRY GENERAL STORE SALES--(AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1936	101.9	98.4	101.6	100.0	112.1	99.6	105.0	100.4	96.5	97.9	90.5	95.7	95.7	101.2	104.3	93.5
June, 1937	110.7	107.3	109.8	108.5	128.8	114.9	112.1	107.6	103.1	104.9	95.2	101.1	98.7	104.7	119.5	107.6
June, 1938	112.5	108.7	104.0	102.4	132.5	117.7	110.6	105.7	113.3	114.9	99.7	105.4	102.6	108.4	119.0	106.7
June, 1939	103.7	99.3	100.0	97.6	120.6	106.3	104.7	99.3	101.2	101.8	84.5	88.6	95.6	100.2	116.7	103.7
June, 1940	112.4	108.9	104.1	102.8	132.1	117.9	111.4	107.0	105.4	107.3	97.4	103.4	107.0	113.6	118.8	107.0
1939																
July	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.2	94.9	104.5	100.6	111.2	98.1	103.4	102.4	108.3	89.7	98.0	95.4	100.3	103.9	107.6
May	118.0	109.6	123.7	102.1	141.8	121.2	122.4	105.5	102.5	106.5	96.7	101.5	107.2	113.8	111.0	103.1
June	112.4	108.9	104.1	102.8	132.1	117.9	111.4	107.0	105.4	107.3	97.4	103.4	107.0	113.6	118.8	107.0
% Change Jan.-June, 1940 / Jan.-June, 1939	+ 9.2	-	+ 9.9	-	+ 8.9	-	+ 8.8	-	+ 7.5	-	+11.8	-	+10.8	-	+ 3.5	-

Note:--Indexes for May and June, 1940, are subject to revision.

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Vol. IV - No. 7

Year's Subscription, $1.00
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1940

Country general store sales averaged 6 per cent higher in July of this year than last and were maintained at the same level as in June, 1940 according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections excepting Manitoba and the southern districts of Saskatchewan reported gains compared with July a year ago. Sales in Ontario and Quebec were up by 9 per cent; Alberta reported a gain of 7 per cent; the Maritime Provinces, 5 per cent; Saskatchewan, 4 per cent and British Columbia, 2 per cent. Sales in Manitoba were down by 1 per cent.

The July index, adjusted for differences in number of business days and for normal seasonal variations declined 1 per cent below the June figure and was 6 per cent above the corresponding index for July, 1939.

Percentage Change in Country General Store Sales by Regions

Region	July, 1940 / July, 1939: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	48	+ 5.3
Quebec:			
South	51	28	+ 4.5
North	44	29	+ 10.5
TOTAL	95	57	+ 8.6
Ontario:			
East	48	37	+ 13.0
North	38	27	+ 11.4
West	54	30	+ 5.4
TOTAL	140	94	+ 9.3
Manitoba:	56	27	- 0.9

Region	July, 1940 / July, 1939: Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	66	46	+ 7.8
South	58	26	- 1.5
TOTAL	124	72	+ 4.4
Alberta:			
North	55	36	+ 7.7
South	85	53	+ 6.4
TOTAL	140	89	+ 6.9
British Columbia:	57	32	+ 1.8
CANADA:	694	419	+ 6.2

INDEXES OF COUNTRY GENERAL STORE SALES--(AVERAGE FOR 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
July, 1936	103.5	98.0	102.3	97.8	113.0	96.6	109.6	96.3	104.3	99.8	88.0	94.4	96.8	101.6	104.8	97.3
July, 1937	117.7	108.2	119.6	111.1	136.7	113.5	127.1	108.4	114.8	106.6	94.6	98.6	100.1	102.1	120.5	108.7
July, 1938	112.8	107.3	103.3	99.2	131.1	112.6	120.0	105.8	115.4	110.8	96.1	103.6	99.2	104.6	112.4	104.8
July, 1939	106.4	101.6	97.7	94.3	127.0	109.5	110.5	97.8	108.7	104.9	87.4	94.6	95.5	101.1	108.4	101.5
July, 1940	112.4	107.4	101.8	98.2	137.8	118.8	120.8	107.0	107.2	103.4	89.8	97.2	101.8	107.8	109.7	102.7
1939																
August	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.4	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	199.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.4	108.9	104.1	102.8	132.1	117.9	111.4	107.0	105.4	107.3	97.4	103.4	107.0	113.6	118.8	107.0
July	112.4	107.4	101.8	98.2	137.8	118.8	120.8	107.0	107.2	103.4	89.8	97.2	101.8	107.8	109.7	102.7
% Change, January-July, 1940 / January-July, 1939	+ 8.6	-	+ 9.0	-	+ 8.6	-	+ 8.8	-	+ 6.0	-	+10.4	-	+10.2	-	+ 3.4	-

Note:--Indexes for June and July, 1940, are subject to revision.

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Vol. IV - No. 8

Year's Subscription, $1.00
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1940

Country general store sales averaged 10 per cent higher in August this year than last and increased 8 per cent over July, 1940, according to returns from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All sections of the country reported gains ranging from 3 per cent for Manitoba and Northern Saskatchewan to 20 per cent for Eastern Ontario. Sales in Ontario were up by 17 per cent; Quebec reported a gain of 12 per cent; Alberta, 7 per cent; and Saskatchewan and British Columbia, 5 per cent.

Part of the increase over August last year must be attributed to a difference in business days. There were five Saturdays in August this year and four a year ago. On making allowance for this factor and also for normal seasonal movements, sales in August, 1940, were up by 1 per cent over July and were 6 per cent above the level of August, 1939.

Percentage Change in Country General Store Sales by Regions

Region	August, 1940 / August, 1939: Number of stores reporting	Number reporting an increase	Per Cent change
Maritime Provinces:	83	56	+ 9.6
Quebec:			
South	53	35	+ 13.7
North	47	35	+ 11.8
TOTAL	100	70	+ 12.4
Ontario:			
East	48	43	+ 19.6
North	37	26	+ 15.0
West	54	47	+ 16.6
TOTAL	139	116	+ 17.2
Manitoba:	56	32	+ 2.9

Region	August, 1940 / August, 1939: Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	64	33	+ 2.9
South	55	28	+ 7.1
TOTAL	119	61	+ 4.5
Alberta:			
North	60	36	+ 8.4
South	84	56	+ 6.3
TOTAL	144	92	+ 7.1
British Columbia:	52	30	+ 4.9
CANADA	693	457	+ 9.8

INDEXES OF COUNTRY GENERAL STORE SALES--(AVERAGE FOR 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
August, 1936	110.2	102.2	103.5	101.8	109.0	99.3	109.4	98.3	124.8	104.8	112.8	104.7	108.8	100.0	110.3	102.3
" 1937	113.5	108.6	107.2	108.7	124.7	117.0	113.9	110.0	124.3	107.6	97.3	93.0	111.6	105.7	115.4	110.4
" 1938	112.6	104.5	102.4	100.7	119.1	108.4	109.3	102.4	124.3	104.4	106.5	98.8	113.6	104.3	113.3	105.1
" 1939	110.3	102.3	102.3	100.6	113.7	103.5	106.1	99.3	116.7	98.0	107.1	99.3	114.3	105.0	110.8	102.8
" 1940	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
1939																
September	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.4	107.4	101.8	98.2	137.8	118.8	120.8	107.0	107.2	103.4	89.8	97.2	101.8	107.8	109.7	102.7
August	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
% Change, January-August, 1940 / January-August, 1939	+ 8.7	-	+ 9.2	-	+10.4	-	+10.0	-	+ 5.5	-	+ 9.1	-	+ 9.7	-	+ 3.4	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1940

Country general store sales averaged 11 per cent lower in September this year than last and decreased 2¼ per cent below August, 1940, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. While sales in Eastern Ontario were practically unchanged, all other parts of the country reported decreases ranging from 3 per cent in the northern sections of Quebec to 25 per cent in Northern Saskatchewan. Sales for the province of Ontario as a whole were down by 5 per cent; the Maritime Provinces and Quebec decreased 6 per cent; British Columbia, 9 per cent; Alberta, 15 per cent, Manitoba, 20 per cent; and Saskatchewan, 22 per cent.

Part of the decrease from September last year must be attributed to a difference in the number of business days. There were five Saturdays in September a year ago and four this year. On making allowance for this factor and also for normal seasonal movements, sales in September, 1940, were only 2 per cent below August of this year and 4 per cent below September, 1939.

Percentage Change in Country General Store Sales by Regions

Region	September, 1940 / September, 1939			Region	September, 1940 / September, 1939		
	Number of stores reporting	Number reporting an increase	Per Cent change		Number of stores reporting	Number reporting an increase	Per Cent change
Maritime Provinces:	85	30	- 6.0	Saskatchewan: North	66	8	- 24.9
Quebec: South	52	17	- 11.6	South	58	9	- 18.1
North	44	16	- 2.9	TOTAL	124	17	- 22.4
TOTAL	96	33	- 5.7	Alberta: North	56	13	- 15.1
Ontario: East	47	21	+ 0.5	South	85	15	- 14.2
North	37	14	- 3.9	TOTAL	141	28	- 14.5
West	52	12	- 10.8	British Columbia:	56	14	- 8.7
TOTAL	136	47	- 5.4	CANADA	693	176	- 10.7
Manitoba:	55	7	- 19.5				

Indexes of Country General Store Sales--(Average for 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
September, 1936	115.2	102.9	98.3	99.7	104.1	104.6	104.8	101.4	134.4	104.8	148.4	110.8	122.2	99.8	106.0	100.7
1937	121.0	107.5	108.7	109.7	116.4	116.4	113.7	109.4	145.8	113.1	120.9	89.8	129.5	105.2	117.4	111.0
1938	115.8	102.1	98.6	98.8	107.3	106.4	105.2	100.6	131.7	101.4	130.2	96.0	130.1	104.9	111.4	104.5
1939	129.8	111.4	107.9	105.1	117.4	113.4	114.1	106.1	151.9	113.8	166.0	119.1	144.2	113.1	114.1	104.2
1940	115.9	106.5	101.4	105.8	110.7	114.4	107.9	107.4	122.3	98.1	128.8	98.9	123.3	103.5	104.2	101.8
1939																
October	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.1	108.2	112.1	106.2	127.8	112.1	124.3	112.1	120.1	97.2	111.9	100.0	122.4	108.3	116.2	103.8
September	115.9	106.5	101.4	105.8	110.7	114.4	107.9	107.4	122.3	98.1	128.8	98.9	123.3	103.5	104.2	101.8
% Change, January-September, 1940 / January-September, 1939	+ 5.9	-	+ 7.5	-	+ 7.0	-	+ 7.9	-	+ 1.3	-	+ 2.7	-	+ 5.7	-	+ 1.8	-

Note:--Indexes for August and September, 1940, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1940

Country general store sales averaged 4 per cent higher in October this year than last and increased 9 per cent over September, 1940 according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over October a year ago were reported in all provinces except Manitoba and Saskatchewan where regulations governing the marketing of the wheat crop affected the usual seasonal distribution of farm income resulting in declines in value of retail trading below 1939. Per cent changes ranged from an increase of 15 per cent for the Maritime Provinces to a decrease of 13 per cent for Saskatchewan. Sales for the province of Quebec as a whole increased 10 per cent; Ontario, 7 per cent; Alberta, 3 per cent and British Columbia, 2 per cent. Manitoba decreased 4 per cent.

Allowing for one more business day this year than last and also for normal seasonal movements, sales in October, 1940 were up by 3 per cent over September of this year and were on a par with the level of business in October a year ago.

Percentage Change in Country General Store Sales by Regions

October, 1940 / October, 1939				October, 1940 / October, 1939			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	80	53	+ 14.6	Saskatchewan:			
Quebec:				North	61	20	- 13.8
South	53	33	+ 7.2	South	52	20	- 10.4
North	47	35	+ 10.6	TOTAL	113	40	- 12.5
TOTAL	100	68	+ 9.5	Alberta:			
Ontario:				North	58	34	+ 4.0
East	47	39	+ 5.6	South	86	54	+ 1.6
North	36	24	+ 9.9	TOTAL	144	88	+ 2.5
West	53	31	+ 5.6	British Columbia:	55	25	+ 1.5
TOTAL	136	94	+ 6.6	CANADA:	682	392	+ 3.6
Manitoba:	54	24	- 3.6				

Indexes of Country General Store Sales--(Average for 1936=100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1936	122.0	101.1	112.5	102.0	108.9	99.6	109.6	101.2	133.9	106.5	157.2	105.2	132.6	98.9	107.9	98.8
October, 1937	128.2	110.0	118.1	110.8	125.9	119.2	117.6	112.5	140.3	115.5	142.3	98.6	132.6	102.4	117.5	111.3
October, 1938	117.9	101.5	101.9	96.0	116.1	110.4	101.1	97.0	117.7	97.2	134.5	93.5	140.0	103.5	113.3	107.7
October, 1939	122.4	108.8	100.5	97.7	120.2	117.9	105.0	104.0	124.4	106.1	158.7	113.8	135.4	108.3	106.2	104.2
October, 1940	126.8	109.2	115.2	108.5	131.6	125.2	111.9	107.4	119.9	99.1	138.9	96.6	138 8	107.6	107.8	102.5
1939																
November	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	85.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	105.6	83.1	105.0
March	91.2	107.9	93.4	107.3	93.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	107.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.[illegible]
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.2	108.3	112.5	106.[illegible]	127.9	112.3	124.0	111.3	120.0	97.3	111.7	99.3	124.5	110.2	114.6	109.[illegible]
September	115.9	106.5	101.4	105.8	110.7	114.4	107.9	107.4	122.3	98.1	128.8	98.9	123.3	103.5	104.2	101.8
October	126.8	109.2	115.2	108.5	131.6	125.2	111.9	107.4	119.9	99.1	138.9	96.6	138.8	107.6	107.8	102.5
% Change, January-October, 1940 / January-October, 1939	+ 5.6	-	+ 8.3	-	+ 7.3	-	+ 7.8	-	+ 0.7	-	+ 0.2	-	+ 5.5	-	+ 1.6	-

Note:--Indexes for September and October, 1940, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1940.

Country general store sales averaged 15 per cent higher in November this year than last and increased 11 per cent over October, 1940, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over November a year ago were reported by all regions of the country and ranged from 10 per cent for Eastern Ontario to 27 per cent for Manitoba. Sales for British Columbia and the province of Ontario as a whole increased by 12 per cent; the Maritime Provinces 14 per cent; Saskatchewan 15 per cent; Quebec 16 per cent, and Alberta 18 per cent.

Allowing for one more Saturday this year than last and also for normal seasonal movements, sales in November, 1940, were up by 2 per cent over October of this year and 12 per cent higher than November a year ago.

Percentage Change in Country General Store Sales by Regions

November, 1940 / November, 1939				November, 1940 / November, 1939			
Region	Number of Stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	86	60	+14.1	Saskatchewan:			
Quebec:				North	63	44	+13.0
South	50	39	+15.7	South	53	40	+18.8
North	44	32	+16.5	TOTAL	116	84	+15.1
TOTAL	94	71	+16.2	Alberta:			
Ontario:				North	57	43	+12.9
East	45	36	+ 9.6	South	81	77	+20.7
North	35	25	+10.9	TOTAL	138	120	+17.7
West	54	41	+13.6	British Columbia:	53	35	+11.8
TOTAL	134	102	+11.6				
Manitoba:	56	51	+26.6	CANADA:	677	523	+15.4

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
November, 1936	102.0	102.6	106.5	106.1	100.9	102.5	99.5	105.2	98.3	97.9	105.3	95.7	103.5	98.3	98.4	105.1
November, 1937	111.2	108.3	113.1	107.2	112.9	111.2	103.3	105.8	119.2	115.1	114.7	101.1	117.0	107.8	105.5	109.2
November, 1938	104.2	101.9	97.4	94.4	105.4	104.1	97.8	100.6	110.0	106.6	112.1	99.1	110.3	102.0	97.4	101.2
November, 1939	102.6	100.0	103.4	99.8	104.8	103.1	99.4	101.8	103.6	100.0	102.7	90.4	106.3	97.9	93.5	96.8
November, 1940	118.4	111.5	118.0	110.1	121.8	115.8	110.9	109.8	131.2	122.4	118.2	100.6	125.1	111.3	104.5	104.5
1939																
December	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.2	108.3	112.5	106.6	127.9	112.1	124.0	111.8	120.0	97.1	111.7	99.8	124.5	110.2	114.6	102.4
September	115.4	106.1	102.3	106.8	109.5	113.2	107.1	106.6	122.6	98.4	128.0	98.3	123.4	103.7	102.7	100.4
October	126.8	109.2	115.2	108.5	131.6	125.2	111.9	107.4	119.9	99.1	138.9	96.6	138.8	107.6	107.8	102.5
November	118.4	111.5	118.0	110.1	121.8	115.8	110.9	109.8	131.2	122.4	118.2	100.6	125.1	111.3	104.5	104.5
% Change, January-November, 1940 / January-November, 1939	+ 6.5	-	+ 8.9	-	+ 8.0	-	+ 8.0	-	+ 3.1	-	+ 1.5	-	+ 6.7	-	+ 2.3	-

Note:--Indexes for October and November, 1940, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1940

Country general store sales averaged 4 per cent higher in December this year than last according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. Gains over December a year ago were reported by all regions of the country except Saskatchewan and ranged from 1 per cent for southern Alberta to 11 per cent for Northern Quebec. Sales for the province of Quebec as a whole increased by 9 per cent; the Maritime Provinces and Manitoba 5 per cent; Ontario and British Columbia 4 per cent, and the province of Alberta as a whole 2 per cent. Sales for Saskatchewan decreased by 4 per cent.

Allowing for 4 Saturdays in December this year as compared with 5 last year and also for normal seasonal movements, sales in December were up by 4 per cent over November of this year and 7 per cent higher than December a year ago.

Annual sales for 1940 averaged 6 per cent higher than in 1939, increases of 8 per cent in the Maritime Provinces, Quebec and Ontario comparing with smaller gains of 6 per cent in Alberta, 3 per cent in Manitoba and British Columbia and 1 per cent in Saskatchewan.

Percentage Change in Country General Store Sales by Regions

Region	December, 1940 / December, 1939: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	79	48	+ 4.8
Quebec:			
South	52	31	+ 6.1
North	46	31	+ 10.7
TOTAL	98	62	+ 9.2
Ontario:			
East	48	36	+ 7.2
North	38	20	+ 3.1
West	51	26	+ 2.2
TOTAL	137	82	+ 4.1
Manitoba:	58	35	+ 5.4
Saskatchewan:			
North	63	26	- 5.5
South	56	30	- 1.0
TOTAL	119	56	- 3.8
Alberta:			
North	51	27	+ 3.7
South	80	42	+ 0.5
TOTAL	131	69	+ 1.7
British Columbia:	54	31	+ 4.0
CANADA:	676	383	+ 3.8

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1936 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
December, 1936	119.0	102.9	119.0	102.0	112.6	101.8	117.5	102.5	121.7	101.0	121.3	104.1	128.8	102.6	117.6	102.6
December, 1937	126.9	111.5	126.9	110.6	130.7	120.0	126.7	112.2	137.9	116.2	111.8	97.4	132.9	107.6	125.0	110.8
December, 1938	120.8	100.2	115.9	95.3	122.3	105.9	115.8	96.8	128.8	102.4	114.0	93.7	130.5	99.7	123.6	103.4
December, 1939	126.1	108.2	124.0	105.5	127.9	114.6	120.0	103.9	133.2	109.6	120.8	102.8	138.6	109.6	118.9	102.9
December, 1940	130.9	115.9	130.0	124.7	139.7	129.2	124.9	111.6	140.4	119.3	116.2	102.0	141.0	115.0	123.7	110.5
1940																
January	85.5	110.5	91.9	106.4	88.5	118.9	84.3	107.6	77.7	110.3	69.5	104.6	80.1	109.1	84.8	105.6
February	82.5	108.2	92.1	110.9	83.2	111.9	83.7	104.5	76.9	110.7	67.7	100.1	77.2	109.6	83.1	105.0
March	91.2	107.9	93.4	107.9	99.2	110.6	90.7	103.5	89.0	110.6	79.0	104.9	88.6	108.7	95.1	108.5
April	97.6	106.5	94.9	103.6	100.6	111.0	98.1	103.7	102.4	116.8	89.7	99.0	95.4	99.8	103.9	106.4
May	117.8	109.4	123.5	102.0	139.9	119.6	121.6	104.9	102.9	106.9	96.9	101.7	107.8	114.4	112.9	104.9
June	112.0	108.6	104.7	103.4	131.6	117.4	111.7	107.2	104.8	106.7	95.8	101.7	106.8	113.4	116.9	105.2
July	112.6	107.5	103.4	99.7	136.0	117.3	120.7	106.9	108.2	104.4	90.2	97.7	102.9	108.9	109.3	102.4
August	121.2	108.3	112.5	106.6	127.9	112.1	124.0	111.8	120.0	97.1	111.7	99.8	124.5	110.2	114.6	102.4
September	115.4	106.1	102.3	106.8	109.5	113.2	107.1	106.6	122.6	98.4	128.0	98.3	123.4	103.7	102.7	100.4
October	126.7	109.1	114.6	107.9	131.3	124.9	111.9	107.4	118.9	98.3	138.5	96.3	139.9	108.5	108.7	103.4
November	118.4	111.5	118.0	110.1	121.8	115.8	110.9	109.8	131.2	122.4	118.2	100.6	125.1	111.3	104.5	104.5
December	130.9	115.9	130.0	124.7	139.7	129.2	124.9	111.6	140.4	119.3	116.2	102.0	141.0	115.0	123.7	110.5
% Change, January-December, 1940 / January-December, 1939	+ 6.2	-	+ 8.4	-	+ 8.1	-	+ 7.6	-	+ 3.3	-	+ 1.0	-	+ 6.2	-	+ 2.6	-

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OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1941

Country general store sales averaged 2 per cent higher in January this year than last according to returns received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over January a year ago were reported by all regions of the country except the Maritime Provinces and the northern sections of Saskatchewan and ranged from 1 per cent for the southern portion of Quebec to 7 per cent for the eastern district of Ontario. Sales for the provinces of British Columbia, Ontario and Quebec increased by 4 per cent; Alberta, 5 per cent and Manitoba, 6 per cent. Sales for the Maritime Provinces decreased by 3 per cent while a decrease of 6 per cent in the northern district of Saskatchewan was partially offset by an increase of 3 per cent in the southern section of the province.

Allowing for differences in number of days and for normal seasonal movements, sales in January were up by 4 per cent over January a year ago and were down by 2 per cent from December, 1940. There was the same number of business days in January this year as last.

In order to conform with other series of index numbers issued by the Bureau the indexes of country general store sales have been recomputed using as base the average monthly sales during the five-year period, 1935 to 1939. Beginning with the present issue, indexes of country general store sales are given on the new base. The complete series since the beginning of 1936 will be given in a special bulletin soon to be published.

Percentage Change in Country General Store Sales by Regions

Region	January, 1941 / January, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	78	29	- 3.0
Quebec:			
South	52	20	+ 0.9
North	43	30	+ 5.4
TOTAL	95	50	+ 4.0
Ontario:			
East	49	28	+ 7.2
North	38	20	+ 3.7
West	48	24	+ 2.4
TOTAL	135	72	+ 4.3
Manitoba:	54	37	+ 6.2

Region	January, 1941 / January, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	59	18	- 6.3
South	53	29	+ 3.4
TOTAL	112	47	- 2.7
Alberta:			
North	58	31	+ 5.4
South	76	45	+ 4.6
TOTAL	134	76	+ 4.9
British Columbia:	52	28	+ 3.9
CANADA:	660	339	+ 2.4

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	Canada		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
January, 1936	(a)	(a)	(a)	(a)	(a)	(a)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(a)	(a)
January, 1937	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
January, 1938	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
January, 1939	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
January, 1940	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
January, 1941	83.7	109.1	89.2	102.1	87.4	116.1	86.9	109.6	80.7	113.2	68.8	102.2	82.5	111.1	86.8	106.8
1940																
January	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
February	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
March	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
April	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
May	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.4	111.4	130.[illegible]	114.2	132.7	122.8	123.4	110.2	137.4	116.6	118.2	90.9	138.4	112.9	121.8	108.8
1941																
January	83.7	109.1	89.2	102.1	87.4	116.1	86.9	109.6	80.7	113.2	68.8	102.2	82.5	111.1	86.8	106.8
% Change, January, 1941 / January, 1940	+ 2.4	-	- 3.0	-	+ 4.0	-	+ 4.3	-	+ 6.2	-	- 2.7	-	+ 5.0	-	+ 4.0	-

(a) Not available.
Indexes for December, 1940 and January, 1941 are subject to revision.

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1941

Country general store sales averaged 4 per cent higher in February this year than last according to returns received from 675 of these general merchandise stores located in the smaller towns and rural areas. Gains over February a year ago were reported by all regions of the country except the northern sections of Saskatchewan and Alberta and ranged from 1 per cent for the eastern portion of Ontario to 7 per cent for both the northern and southern districts of Quebec. Sales for the province of Alberta increased by 1 per cent; Ontario, 2 per cent; the Maritime Provinces and British Columbia, 3 per cent and Quebec 7 per cent. Sales for the province of Manitoba were unchanged while a decrease of 5 per cent in the northern district of Saskatchewan and slightly increased sales in the southern section resulted in a decline of 3 per cent in sales for the province as a whole.

Allowing for differences in number of days and for normal seasonal movements, sales in February were up by 8 per cent over February a year ago and increased by 5 per cent from January, 1941. There was one more business day in February last year than this.

Percentage Change in Country General Store Sales by Regions

Region	February, 1941 / February, 1940: Number of stores reporting	Number reporting an increase	Per cent change	Region	February, 1941 / February, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	83	50	+ 2.7	Saskatchewan:			
Quebec:				North	63	24	- 4.7
South	51	33	+ 7.1	South	54	30	+ 0.3
North	46	30	+ 7.2	TOTAL	117	54	- 2.9
TOTAL	97	63	+ 7.2	Alberta:			
Ontario:				North	57	30	- 0.6
East	46	26	+ 1.0	South	78	42	+ 2.5
North	36	19	+ 2.7	TOTAL	135	72	+ 1.3
West	52	28	+ 2.1	British Columbia:	56	29	+ 3.0
TOTAL	134	73	+ 1.9	CANADA:	675	369	+ 4.4
Manitoba:	53	28	+ 0.3				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
February, 1936	(a)	(a)	(a)	(a)	(a)	(a)	76.2	92.5	65.9	92.2	63.5	91.4	68.6	94.7	(a)	(a)
February, 1937	75.0	103.3	82.0	102.6	74.9	104.5	82.0	106.3	67.1	100.1	65.7	100.9	69.3	102.1	77.5	101.6
February, 1938	77.7	107.0	87.2	109.0	78.2	109.2	80.4	104.1	75.9	113.3	68.5	105.1	71.2	104.8	81.2	106.5
February, 1939	70.8	97.6	76.7	95.9	72.7	101.6	73.4	95.1	67.0	100.0	61.4	94.3	65.2	96.0	77.9	102.1
February, 1940	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
February, 1941	83.2	114.4	94.6	118.3	89.2	124.5	85.3	110.5	77.1	115.1	65.7	100.9	78.2	115.2	85.6	112.2
1940																
March	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
April	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
May	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.7	109.1	89.2	102.1	87.4	116.1	86.9	109.6	80.7	113.2	68.8	102.2	82.5	111.1	86.8	106.8
February	83.2	114.4	94.6	118.3	89.2	124.5	85.3	110.5	77.1	115.1	65.7	100.9	78.2	115.2	85.6	112.2
% Change, Jan.-Feb., 1941 / Jan.-Feb., 1940	+ 3.4	-	- 0.2	-	+ 8.3	-	+ 3.7	-	+ 4.4	-	- 3.7	-	+ 4.1	-	+ 4.3	-

(a) Not available.
Indexes for January and February, 1941 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1941

Country general store sales averaged 6 per cent higher in March this ear than last according to returns received from approximately 675 of these general erchandise stores located in the smaller towns and rural areas. Gains over March a ear ago were reported by all regions of the country except the northern section of askatchewan and ranged from 1 per cent for the western portion of Ontario and the orthern district of Alberta to 17 per cent for the eastern section of Ontario. Sales or the Maritime Provinces, Alberta and British Columbia increased by 3 per cent; anitoba, 6 per cent; Ontario, 8 per cent and Quebec, 11 per cent. A decrease of 4 per ent in the northern section of Saskatchewan was partially offset by increased sales in he southern portion, resulting in a decline of 2 per cent in sales for the province as whole.

Allowing for differences in number of days and normal seasonal movements, ales in March were up by 6 per cent over March a year ago. There was the same number f business days in March this year as last.

Percentage Change in Country General Store Sales by Regions

	March, 1941 / March, 1940				March, 1941 / March, 1940		
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
aritime Provinces:	83	49	+ 3.1	Saskatchewan: North	63	33	- 4.2
uebec: South	48	35	+ 11.6	South	56	29	+ 1.3
North	43	32	+ 10.7	TOTAL	119	62	- 2.2
TOTAL	91	67	+ 11.0	Alberta: North	53	28	+ 1.6
ntario: East.....	46	30	+ 16.5	South	81	43	+ 3.1
North	35	22	+ 6.8	TOTAL	134	71	+ 2.5
West	52	32	+ 1.4	British Columbia:	52	31	+ 3.3
TOTAL	133	84	+ 7.7	CANADA:	666	400	+ 5.5
anitoba:	54	36	+ 6.4				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
March, 1936	78.8	96.2	84.0	100.4	78.6	90.7	81.6	96.4	72.3	93.1	71.3	98.1	77.3	98.2	85.0	100.4
March, 1937	89.3	105.7	92.6	107.4	92.6	103.7	91.9	105.3	84.1	105.0	81.3	108.5	85.2	105.1	92.5	106.0
March, 1938	90.0	106.3	90.7	105.1	99.5	111.4	93.5	107.2	88.2	110.1	75.1	100.1	83.1	102.4	92.4	105.9
March, 1939	82.8	97.1	83.6	96.2	91.0	101.0	83.1	94.5	81.5	100.9	71.2	94.2	77.1	94.3	88.4	100.5
March, 1940	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
March, 1941	94.5	111.7	96.4	111.8	104.6	117.1	96.5	110.6	92.7	115.8	78.6	104.9	89.1	109.9	96.7	110.8
1940																
April	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
May	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	83.2	114.4	94.6	118.3	89.2	124.5	85.3	110.5	77.1	115.1	65.7	100.9	78.2	115.2	85.6	112.2
March	94.5	111.7	96.4	111.8	104.6	117.1	96.5	110.6	92.7	115.8	78.6	104.9	89.1	109.9	96.7	110.8
% Change, Jan.-March, 1941 / Jan.-March, 1940	+ 4.2	-	+ 0.9	-	+ 9.6	-	+ 5.0	-	+ 5.4	-	- 3.2	-	+ 3.6	-	+ 4.1	-

Indexes for February and March, 1941 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1941

Country general store sales averaged 13 per cent higher in April this year than last according to returns received from approximately 675 of these general merchandise stores located in the smaller towns and rural areas. Gains over April a year ago were reported by all regions of the country except the northern section of Saskatchewan and ranged from 3 per cent for the province of British Columbia to 25 per cent for the eastern section of Ontario and the northern district of Quebec. Sales for the province of Manitoba increased by 9 per cent; the Maritime Provinces, 10 per cent; Ontario, 15 per cent; Alberta, 18 per cent and Quebec, 23 per cent. A decrease of 4 per cent in the northern section of Saskatchewan was offset by increased sales in the southern portion, resulting in an increase of 2 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in April were up by 5 per cent over March of this year and increased by 14 per cent over April a year ago. There was the same number of business days in April this year as last.

Percentage Change in Country General Store Sales by Regions

April, 1941 / April, 1940				April, 1941 / April, 1940			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	56	+ 9.6	Saskatchewan:			
Quebec:				North	64	32	- 4.3
South	50	42	+ 20.3	South	52	35	+ 13.7
North	43	37	+ 24.9	TOTAL	116	67	+ 2.4
TOTAL	93	79	+ 23.4	Alberta:			
Ontario:				North	56	39	+ 14.6
East	44	39	+ 25.0	South	84	69	+ 19.9
North	38	25	+ 9.2	TOTAL	140	108	+ 17.9
West	53	39	+ 10.7	British Columbia:	58	38	+ 2.9
TOTAL	135	103	+ 15.1				
Manitoba:	54	36	+ 8.8	CANADA:	678	487	+ 13.3

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
April, 1936	89.3	96.4	91.4	99.8	84.0	92.6	96.1	101.6	79.5	90.7	86.3	95.2	90.4	94.6	95.4	97.8
April, 1937	97.2	104.1	100.3	108.6	95.0	104.0	100.4	105.3	87.4	99.0	94.2	103.1	97.2	100.8	103.3	105.0
April, 1938	102.3	106.8	98.6	103.9	104.9	111.9	104.2	106.4	102.0	112.4	97.0	103.4	103.3	104.4	104.7	103.7
April, 1939	89.4	97.0	88.0	96.4	88.6	98.1	87.8	93.2	91.1	104.3	84.8	94.0	93.8	98.5	99.4	102.2
April, 1940	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
April, 1941	108.4	117.6	104.1	114.0	117.8	130.4	111.5	118.3	109.0	124.9	93.5	103.5	110.4	115.9	105.3	108.3
1940																
May	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	94.5	111.7	96.4	111.8	104.6	117.1	96.5	110.6	92.7	115.8	78.6	104.9	89.1	109.9	96.7	110.8
April	108.4	117.6	104.1	114.0	117.8	130.4	111.5	118.3	109.0	124.9	93.5	103.5	110.4	115.9	105.3	108.3
% Change, Jan.-April, 1941 / Jan.-April, 1940	+ 6.4	-	+ 3.2	-	+12.1	-	+ 7.6	-	+ 6.2	-	- 1.2	-	+ 7.6	-	+ 3.4	-

Indexes for March and April, 1941 are subject to revision.

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
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Vol. 5 - No. 5

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1941

Country general store sales averaged 9 per cent higher in May this year than last according to returns received from over 650 of these general merchandise stores located in the smaller towns and rural areas. Gains over May a year ago were reported by all regions of the country and ranged from 2 per cent for the southern section of Saskatchewan to 17 per cent for the northern part of Ontario. Sales for the province of British Columbia increased by 4 per cent; Saskatchewan, 5 per cent; Alberta, 6 per cent; the Maritime Provinces, 8 per cent; Ontario and Quebec, 11 per cent and Manitoba, 14 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in May were up by 5 per cent over May a year ago but declined by 4 per cent from April of this year. There was one more Saturday in May this year than last.

Percentage Change in Country General Store Sales by Regions

Region	May, 1941 / May, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	58	+ 7.8
Quebec:			
South	49	35	+ 8.4
North	43	33	+ 12.5
TOTAL	92	68	+ 11.2
Ontario:			
East	43	32	+ 8.8
North	36	24	+ 16.8
West	53	42	+ 8.4
TOTAL	132	98	+ 10.5
Manitoba:	53	43	+ 14.4

Region	May, 1941 / May, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Saskatchewan:			
North	54	46	+ 6.2
South	54	28	+ 1.5
TOTAL	108	74	+ 4.5
Alberta:			
North	56	40	+ 8.8
South	84	52	+ 3.8
TOTAL	140	92	+ 5.7
British Columbia:	56	34	+ 4.0
CANADA:	663	467	+ 8.8

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
May, 1936	104.0	96.1	109.9	91.1	104.5	89.7	111.3	96.4	92.7	96.7	98.8	104.1	96.9	103.3	102.9	96.0
May, 1937	113.1	104.5	123.4	102.7	120.2	103.6	121.2	105.4	98.9	103.5	101.9	107.9	97.1	104.0	110.9	103.8
May, 1938	111.0	105.6	123.8	106.2	124.3	110.4	114.3	102.5	100.9	108.9	92.0	100.4	93.6	103.3	112.4	108.5
May, 1939	108.0	99.6	117.5	97.8	122.2	105.3	113.5	98.7	96.7	101.3	87.8	92.9	92.1	98.6	108.0	101.2
May, 1940	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
May, 1941	126.7	112.6	133.2	106.8	147.8	122.7	132.8	111.3	115.2	116.2	103.0	105.0	111.8	115.3	115.5	104.1
1940																
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.4	117.6	104.1	114.0	117.8	130.4	111.5	118.3	109.0	124.9	93.5	103.5	110.4	115.9	105.3	108.3
May	126.7	112.6	133.2	106.8	147.8	122.7	132.8	111.3	115.2	116.2	103.0	105.0	111.8	115.3	115.5	104.1
% Change, Jan.-May, 1941 / Jan.-May, 1940	+ 7.1	-	+ 4.7	-	+11.8	-	+ 8.4	-	+ 8.0	-	+ 0.1	-	+ 7.2	-	+ 4.0	-

Indexes for April and May are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1941

Country general store sales averaged 5 per cent higher in June of this year than last according to returns received from 680 of these general merchandise stores located in the smaller towns and rural areas. While the western part of Ontario showed no change from June a year ago, all other regions of the country reported gains ranging from 1 per cent for British Columbia and the northern district of Alberta to 9 per cent for the Eastern section of Ontario. Sales for Alberta, Ontario and the Maritime Provinces increased by 4 per cent; Saskatchewan, 5 per cent and Manitoba and Quebec, 8 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in June were up by 8 per cent over June a year ago and increased by 3 per cent over May of this year. There was the same number of business days in June this year as last but only four Saturdays as compared with five in June of last year.

Percentage Change in Country General Store Sales by Regions

Region	June, 1941 / June, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	80	42	+ 3.8
Quebec:			
South	50	30	+ 6.3
North	43	30	+ 8.3
TOTAL	93	60	+ 7.7
Ontario:			
East	47	33	+ 8.7
North	38	22	+ 4.9
West	55	27	+ 0.2
TOTAL	140	82	+ 4.1
Manitoba:	55	35	+ 8.2
Saskatchewan:			
North	65	38	+ 4.7
South	54	33	+ 6.7
TOTAL	119	71	+ 5.4
Alberta:			
North	55	34	+ 0.8
South	84	54	+ 6.5
TOTAL	139	88	+ 4.3
British Columbia:	54	32	+ 0.8
CANADA:	680	410	+ 5.2

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1936	100.4	97.2	101.7	100.1	106.5	94.6	103.8	99.2	94.4	95.8	92.1	97.4	93.9	99.3	102.7	92.1
June, 1937	109.4	106.0	109.9	108.6	122.3	109.1	110.8	106.4	100.9	102.7	96.8	102.7	96.9	102.8	117.6	105.8
June, 1938	110.9	107.1	104.1	102.5	125.8	111.8	109.3	104.5	110.9	112.4	101.4	107.2	100.7	106.4	117.1	105.0
June, 1939	102.4	98.0	100.1	97.7	114.5	100.9	103.5	98.2	99.0	99.6	86.0	90.2	93.8	98.3	114.9	102.1
June, 1940	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
June, 1941	115.9	115.5	108.8	110.5	134.6	123.4	114.9	113.3	110.9	116.1	102.8	112.1	109.3	119.2	116.0	107.3
1940																
June	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
July	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.6	103.6	114.0	117.9	130.4	111.2	118.3	108.4	124.9	93.7	103.5	110.0	115.9	105.2	108.3
May	126.7	112.6	133.2	106.8	147.8	122.7	132.8	111.3	115.2	116.2	103.0	105.0	111.8	115.3	115.5	104.1
June	115.9	115.5	108.8	110.5	134.6	123.4	114.9	113.3	110.9	116.1	102.8	112.1	109.3	119.2	116.0	107.3
% Change, Jan.-June, 1941 / Jan.-June, 1940	+ 6.7	-	+ 4.5	-	+11.0	-	+ 7.6	-	+ 8.0	-	+ 1.2	-	+ 6.5	-	+ 3.3	-

Indexes for May and June are subject to revision.

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Vol. 5 - No. 7

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1941

Country general store sales averaged 13 per cent higher in July of this year than last, according to returns received from approximately 700 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 8 per cent for British Columbia to 20 per cent for the southern part of Quebec. Sales for Ontario increased by 10 per cent; Saskatchewan, 12 per cent; Alberta, 13 per cent; Quebec, 15 per cent; the Maritime Provinces, 16 per cent and Manitoba, 17 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in July were up by 13 per cent over July a year ago and increased by 3 per cent over June of this year. There was the same number of business days in July this year as last.

Percentage Change in Country General Store Sales by Regions

July, 1941 / July, 1940				July, 1941 / July, 1940			
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	84	60	+ 16.9	Saskatchewan:			
Quebec:				North	63	46	+ 9.0
South ...	49	42	+ 20.2	South	54	41	+ 17.9
North	45	32	+ 12.9	TOTAL	117	87	+ 12.3
TOTAL	94	74	+ 15.2	Alberta:			
Ontario:				North	56	48	+ 14.6
East	47	34	+ 11.2	South	87	67	+ 12.5
North	38	27	+ 8.9	TOTAL	143	115	+ 13.3
West	54	39	+ 9.8	British Columbia:	59	39	+ 8.4
TOTAL	139	100	+ 10.0				
Manitoba:	54	45	+ 16.9	CANADA:	690	520	+ 13.2

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
July, 1936	102.0	95.7	102.4	97.9	107.3	91.8	108.3	95.1	102.1	97.6	89.5	96.1	95.0	99.8	103.1	95.8
July, 1937	116.6	105.7	119.7	111.2	129.8	107.8	125.6	107.1	112.3	104.3	96.2	100.2	98.2	100.1	118.6	106.9
July, 1938	111.1	104.4	103.4	99.3	124.5	106.9	118.6	104.5	112.9	108.4	97.8	105.4	97.4	102.7	110.6	103.2
July, 1939	104.9	99.0	97.8	94.4	120.6	104.0	109.2	96.7	106.4	102.6	88.9	96.2	93.7	99.2	106.7	99.9
July, 1940	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
July, 1941	125.9	118.6	121.0	116.7	148.8	128.2	131.2	116.2	123.8	119.4	103.1	111.6	114.4	121.1	116.6	109.2
1940																
August	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.6
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
June	115.9	115.5	108.8	110.5	134.6	123.4	114.9	113.3	110.9	116.1	102.8	112.1	109.3	119.2	116.0	107.3
July	125.9	118.6	121.0	116.7	148.8	128.2	131.2	116.2	123.8	119.4	103.1	111.6	114.4	121.1	116.6	109.2
% Change, Jan.-July, 1941 / Jan.-July, 1940	+ 7.8	-	+ 6.3	-	+11.8	-	+ 7.9	-	+ 9.1	-	+ 2.9	-	+ 7.5	-	+ 4.3	-

Indexes for June and July are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1941

Country general store sales averaged 11 per cent higher in August of this year than last according to returns received from 660 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the southern section of Saskatchewan to 19 per cent for both the northern and southern parts of Quebec. Sales in British Columbia increased by 6 per cent; Ontario and Alberta, 7 per cent; Saskatchewan, 8 per cent; the Maritime Provinces, 12 per cent; Manitoba, 16 per cent and Quebec, 19 per cent.

Allowing for differences in number of business days and normal seasonal movements, sales in August were up by 15 per cent over August a year ago and increased by 2 per cent over July of this year. There was one business day more in August last year than this.

Percentage Change in Country General Store Sales by Regions

Region	August, 1941 / August, 1940			Region	August, 1941 / August, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	57	+ 12.2	Saskatchewan:			
Quebec:				North	64	49	+ 11.4
South	44	37	+ 18.9	South	54	22	+ 1.7
North	41	37	+ 19.0	TOTAL	118	71	+ 7.8
TOTAL	85	74	+ 19.0	Alberta:			
Ontario:				North	55	42	+ 8.3
East	47	29	+ 8.2	South	79	57	+ 6.7
North	35	19	+ 6.6	TOTAL	134	99	+ 7.3
West	52	35	+ 7.2	British Columbia:	52	31	+ 5.5
TOTAL	134	83	+ 7.4				
Manitoba:	55	46	+ 16.4	CANADA:	660	461	+ 11.3

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
August, 1936	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
August, 1937	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
August, 1938	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
August, 1939	107.7	99.7	102.4	100.7	108.0	98.3	104.8	98.2	114.2	95.9	109.0	101.1	112.2	103.1	109.1	101.2
August, 1940	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
August, 1941	131.8	121.5	126.3	123.7	144.6	131.1	131.6	122.8	136.7	114.3	122.5	113.6	131.1	120.0	119.0	109.9
1940																
September	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	121.0	116.7	148.8	128.2	131.2	116.2	123.8	119.4	103.1	111.6	114.4	121.1	116.6	109.2
August	131.8	121.5	126.3	123.7	144.6	131.1	131.6	122.8	136.7	114.3	122.5	113.6	131.1	120.0	119.0	109.9
% Change, Jan.-Aug., 1941 / Jan.-Aug., 1940	+ 8.3	-	+ 7.0	-	+12.8	-	+ 7.8	-	+10.7	-	+ 3.6	-	+ 7.4	-	+ 4.6	-

Indexes for July and August are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE
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OTTAWA, CANADA

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Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1941

Country general store sales averaged 12 per cent higher in September this year than last, according to returns received from over 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern part of Saskatchewan reported gains ranging from 3 per cent for the northern section of Alberta to 25 per cent for the southern area of Quebec. Sales in Alberta increased by 6 per cent; Manitoba, 10 per cent; the Maritime Provinces and Ontario, 14 per cent; British Columbia, 17 per cent and Quebec, 21 per cent. A decrease of 11 per cent for the southern part of Saskatchewan was partially offset by a gain of 5 per cent for the northern section and resulted in a decline of 1 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in September were up by 9 per cent over September a year ago but decreased 7 per cent below August of this year. There was one business day more in September this year than last.

Percentage Change in Country General Store Sales by Regions

Region	September, 1941 / September, 1940: Number of stores reporting	Number reporting an increase	Per cent change	Region	September, 1941 / September, 1940: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	82	57	+ 14.1	Saskatchewan:			
Quebec:				North	65	37	+ 5.4
South	48	42	+ 25.0	South	53	12	- 11.2
North	45	39	+ 19.4	TOTAL	118	49	- 0.7
TOTAL	93	81	+ 21.2	Alberta:			
Ontario:				North	55	32	+ 2.8
East	45	43	+ 19.0	South	85	60	+ 8.6
North	34	26	+ 10.7	TOTAL	140	92	+ 6.4
West	55	44	+ 11.9	British Columbia:	55	47	+ 16.8
TOTAL	134	113	+ 14.0				
Manitoba:	54	37	+ 9.5	CANADA:	676	476	+ 11.9

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
September, 1936 ...	112.9	101.7	98.4	99.8	98.9	99.4	103.6	100.3	131.5	102.5	151.0	112.7	119.9	97.9	104.3	99.1
September, 1937 ...	117.2	106.1	108.8	109.9	110.5	110.5	112.4	108.2	142.7	110.7	123.0	91.4	127.1	103.3	115.6	109.3
September, 1938 ...	112.1	100.2	98.7	98.9	101.9	101.2	104.0	99.4	128.9	99.3	132.5	97.6	127.7	103.0	109.6	102.8
September, 1939 ...	126.1	109.0	108.0	105.2	111.5	107.6	112.7	104.8	148.6	111.3	168.9	121.1	141.5	111.0	112.3	102.5
September, 1940 ...	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
September, 1941 ...	124.2	112.9	116.8	118.0	126.0	126.0	120.6	116.1	131.4	102.0	129.3	96.1	128.9	104.8	118.1	111.6
1940																
October	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.8	121.5	126.3	123.7	144.6	131.1	131.6	122.8	136.7	114.3	122.5	113.6	131.1	120.0	119.0	109.9
September	124.2	112.9	116.8	118.0	126.0	126.0	120.6	116.1	131.4	102.0	129.3	96.1	128.9	104.8	118.1	111.6
% Change, Jan.-Sept., 1941 / Jan.-Sept., 1940	+ 8.7	-	+ 7.7	-	+13.7	-	+ 8.6	-	+10.5	-	+ 3.0	-	+ 7.3	-	+ 5.9	-

Indexes for August and September are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1941

Country general store sales averaged 8 per cent higher in October this year than last according to returns received from 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern section of Saskatchewan and the northern part of Alberta reported gains ranging from 9 per cent for the Maritime Provinces and Ontario to 18 per cent for the northern section of Quebec. Sales in Manitoba increased by 14 per cent and British Columbia 15 per cent. A decline of 12 per cent in the southern section of Saskatchewan was partially offset by an increase of 4 per cent for the northern part resulting in a decline of 2 per cent for the province as a whole. A decrease of 9 per cent in the northern part of Alberta was partially offset by an increase in the southern sections resulting in a decline of 3 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements, sales in October were up by 8 per cent over October a year ago and increased by 2 per cent over September of this year. There was the same number of business days in October this year as last.

Percentage Change in Country General Store Sales by Regions

Region	October, 1941 / October, 1940			Region	October, 1941 / October, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	83	59	+ 8.5	Saskatchewan:			
Quebec:				North	59	36	+ 4.2
South	49	40	+14.1	South.....	51	14	-12.3
North	45	39	+17.7	TOTAL.....	110	50	- 1.9
TOTAL	94	79	+16.5	Alberta:			
Ontario:				North	56	24	- 8.9
East	49	43	+10.5	South	82	45	+ 0.9
North	36	21	+ 8.9	TOTAL	138	69	- 2.8
West	53	41	+ 8.8	British Columbia:	55	43	+14.6
TOTAL	138	105	+ 9.4				
Manitoba:	52	42	+14.3	CANADA:	670	447	+ 8.1

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1936 ...	119.6	100.5	112.6	102.1	103.4	94.6	108.3	100.1	131.0	104.2	159.9	107.0	130.1	97.1	106.2	97.2
October, 1937 ...	124.6	108.7	118.2	110.9	119.6	113.3	116.2	111.1	137.3	113.0	144.8	100.3	130.1	100.5	115.6	109.5
October, 1938 ...	114.6	99.9	102.0	96.1	110.3	104.9	99.8	95.8	115.2	95.2	136.8	95.1	137.5	106.6	111.5	106.0
October, 1939 ...	119.2	106.7	100.6	97.8	114.2	112.1	103.8	102.9	121.7	103.8	161.4	115.8	132.9	106.3	104.5	102.5
October, 1940 ...	122.2	107.0	114.7	108.0	124.7	118.6	110.6	106.2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
October, 1941 ...	132.1	115.5	124.4	116.3	145.3	137.1	121.0	115.2	132.9	108.9	138.2	95.3	133.5	102.7	122.6	115.7
1940																
November	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	[illegible]	109.5	76.6	114.3	66.8	102.6	78.2	115.2	[illegible]	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	[illegible]	110.0	[illegible]	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	[illegible]	116.8	105.4
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	201.8	111.6
September	124.2	112.9	116.8	118.0	126.0	126.0	120.6	116.1	131.4	102.0	129.3	96.1	128.9	104.8	118.1	111.6
October	132.1	115.5	124.4	116.3	145.3	137.1	121.0	115.2	132.9	108.9	138.2	95.3	133.5	102.7	122.6	115.7
% Change, Jan.-Oct.,1941 / Jan.-Oct.,1940	+ 8.6	-	+ 7.8	-	+14.0	-	+ 8.6	-	+11.0	-	+ 2.2	-	+ 5.8	-	+ 7.0	-

Indexes for September and October are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

NOVEMBER, 1941

Country general store sales averaged 5 per cent higher in November this year than last according to returns received from over 670 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern part of Saskatchewan reported gains ranging from 2 per cent for the southern section of Alberta to 13 per cent for the eastern part of Ontario. Sales in Alberta increased by 1 per cent; the Maritime Provinces by 4 per cent; Quebec, Ontario and Manitoba by 7 per cent and British Columbia by 11 per cent. A decline of 8 per cent for the southern part of Saskatchewan was offset by an increase in the northern section resulting in an increase of 2 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements sales in November were up by 9 per cent over November a year ago and increased by 2 per cent over October of this year. There was one business day more in November last year than this.

Percentage Change in Country General Store Sales by Regions

Region	November, 1941 / November, 1940			Region	November, 1941 / November, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	86	59	+ 3.5	Saskatchewan:			
				North.....	61	34	+ 6.0
Quebec:				South.....	52	19	- 7.7
South.....	47	35	+ 6.5				
				TOTAL.....	113	53	+ 0.9
North.....	44	32	+ 7.0	Alberta:			
TOTAL.....	91	67	+ 6.8	North.....	58	32	- 0.1
Ontario:				South.....	80	37	+ 1.9
East	46	40	+13.2				
				TOTAL	138	69	+ 1.1
North	37	21	+ 2.9				
West	52	30	+ 3.4	British Columbia:	55	37	+10.7
TOTAL.....	135	91	+ 6.5	CANADA:	672	408	+ 5.0
Manitoba:	54	32	+ 7.1				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
November, 1936 ...	100.3	100.3	106.6	106.2	95.8	97.3	98.3	103.9	96.2	95.9	107.1	97.4	101.6	96.6	96.9	103.5
November, 1937 ...	109.3	105.7	111.2	107.3	106.6	104.9	102.1	104.6	116.6	112.6	116.7	102.8	114.8	105.8	103.8	107.4
November, 1938 ...	102.2	99.3	97.5	94.5	100.1	98.9	96.6	99.4	107.6	104.3	114.0	100.8	108.2	100.1	95.9	99.7
November, 1939 ...	109.6	97.5	103.5	99.9	99.5	97.9	98.2	100.6	101.4	97.9	104.5	92.0	104.3	96.1	92.0	95.3
November, 1940 ...	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
November, 1941 ...	121.9	118.6	121.4	117.7	123.8	122.4	116.8	120.1	137.5	133.3	120.5	106.6	125.4	116.0	113.7	118.1
1940																
December	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	112.8	121.9	108.9
1941																
January	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	[illegible]	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	[illegible]	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	[illegible]	112.8	133.4	106.9	146.2	123.0	132.8	111.1	116.1	117.1	102.6	104.8	111.6	116.1	116.6	105.[illegible]
June	[illegible]	115.3	108.2	[illegible]	[illegible]	[illegible]	[illegible]	113.1	[illegible]	[illegible]	102.7	112.0	108.7	118.5	116.9	108.1
July	[illegible]	118.6	120.1	115.6	149.0	128.4	134.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	107.3
August	131.6	121.3	126.1	[illegible]	[illegible]	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	[illegible]	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	[illegible]	110.2
October	132.1	115.5	124.4	116.3	145.3	137.1	121.0	115.2	132.9	108.9	138.2	95.3	133.5	102.7	122.6	115.7
November	121.9	118.6	121.4	117.7	123.8	122.4	116.8	120.1	137.5	133.3	120.5	106.6	125.4	116.0	113.7	118.1
% Change, Jan.-Nov., 1941 / Jan.-Nov., 1940	+ 8.3	-	+ 7.4	-	+13.3	-	+ 8.5	-	+10.5	-	+ 2.1	-	+ 5.4	-	+ 7.2	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

DECEMBER, 1941

Country general store sales averaged 14 per cent higher in December this year than last according to returns received from over 660 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the southern section of Saskatchewan reported gains ranging from 11 per cent for British Columbia to 22 per cent for the northern part of Quebec. Sales in the Maritime Provinces increased by 13 per cent; Ontario, 14 per cent; Manitoba, 15 per cent; Alberta, 16, and Quebec cent. The slight decline in the southern section of Saskatchewan was offset by an increase in the northern part resulting in an increase of 8 per cent for the province as a whole.

Allowing for differences in number of business days and normal seasonal movements sales in December were up by 12 per cent over December a year ago and increased by 7 per cent over November of this year. There was one business day more in December, 1941 than in 1940.

Percentage Change in Country General Store Sales by Regions

Region	December, 1941 / December, 1940			Region	December, 1941 / December, 1940		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	79	63	+12.6	Saskatchewan: North.....	62	44	+13.1
Quebec: South.....	48	41	+21.2	South.....	51	25	- 0.2
North.....	45	39	+21.6	TOTAL.....	113	69	+ 8.2
TOTAL.....	93	80	+21.5	Alberta: North.....	55	45	+18.0
Ontario: East.....	46	40	+13.3	South.....	78	60	+15.2
North.....	38	30	+15.3	TOTAL.....	133	105	+16.3
West.....	54	44	+14.7	British Columbia:	55	39	+10.6
TOTAL.....	138	114	+14.4	CANADA:	663	510	+14.4
Manitoba:	52	40	+14.8				

INDEXES OF COUNTRY GENE STORE SALES--(Average for 1935-1939 = 10(

A. Unadjusted. B. Index adju d for number of business days and seasona variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
December, 1936 ...	116.9	100.7	119.1	102.1	106.9	96.6	116.1	101.3	119.1	98.8	123.4	105.8	126.4	105.8	115.7	100.9
December, 1937 ...	124.6	109.2	127.0	110.7	124.1	113.9	125.2	110.9	134.9	113.7	113.7	99.1	130.4	99.1	123.0	109.0
December, 1938 ...	118.3	97.7	116.0	95.3	116.1	100.5	114.4	95.7	126.0	100.2	116.0	95.3	128.1	95.3	121.7	101.7
December, 1939 ...	123.5	105.6	124.1	105.6	121.5	108.9	118.6	102.7	130.3	107.2	122.9	104.6	136.0	104.6	117.0	101.3
December, 1940 ...	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	104.2	121.9	108.9
December, 1941 ...	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
1941																
January.....	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
February.....	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March.....	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April.....	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	116.1	116.8	105.4
June.....	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July.....	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August.....	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September.....	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October.....	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November.....	121.9	118.6	121.4	117.7	123.8	122.4	116.8	120.1	137.5	133.3	120.5	106.6	125.4	116.0	113.7	118.1
December.....	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
% Change, Jan.-Dec.,1941 / Jan.-Dec.,1940	+ 8.9	-	+ 7.9	-	+14.1	-	+ 9.0	-	+10.9	-	+ 2.6	-	+ 6.6	-	+ 7.6	-

Indexes for November and December are subject to revision.

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

JANUARY, 1942

Country general store sales averaged 21 per cent higher in January of this year than last according to reports received from approximately 650 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 17 per cent for British Columbia and the northern areas of Quebec to 26 per cent for the southern part of Quebec and the eastern part of Ontario. Sales in the Maritime Provinces increased by 18 per cent; Quebec, 20 per cent; Ontario, Manitoba and Saskatchewan, 22 per cent and Alberta, 23 per cent.

Allowing for differences in the number and aales importance of the business days of January of this year and last and also for normal seasonal movements sales in Janua ry were up by 18 per cent over January a year ago and increased by 1 per cent over December of last year. There was the same number of business days in January this year as last but five Saturdays as compared with January a year ago.

Percentage Change in Country General Store Sales by Regions

Region	January, 1942 / January, 1941			Region	January, 1942 / January, 1941		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	76	64	+18.4	Saskatchewan: North	60	53	+23.7
Quebec: South....	46	45	+25.5	South.....	52	41	+18.3
North....	42	31	+16.7	TOTAL	112	94	+21.7
TOTAL.....	88	76	+19.5	Alberta: North.....	54	43	+19.3
Ontario: East.....	46	41	+26.0	South.....	80	69	+25.0
North....	36	28	+17.8	TOTAL.....	134	112	+22.8
West.....	52	45	+21.6	British Columbia:	52	43	+17.1
TOTAL.....	134	114	+22.1	CANADA.....	646	547	+20.5
Manitoba :	50	44	+22.4				

INDEXES OF COUNTRY GENERAL STORE SALES -- (average for 1935-1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations

Year and Month	Canada		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
January, 1936	(a)	(a)	(a)	(a)	(a)	(a)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(a)	(a)
January, 1937	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
January, 1938	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
January, 1939	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
January, 1940	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
January, 1941	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
January, 1942	101.1	128.5	105.6	117.7	105.3	136.1	105.9	130.0	99.5	135.9	83.5	120.9	101.6	133.2	102.2	122.3
1941																
February	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	116.1	116.8	105.4
June.....	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October.....	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.7	123.0	122.4	117.2	120.1	137.4	133.3	121.0	106.6	124.9	116.0	112.8	118.1
December	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
1942																
January	101.1	128.5	105.6	117.7	105.3	136.1	105.9	130.0	99.5	135.9	83.5	120.9	101.6	133.2	102.2	122.3
% Change, January, 1942 / January, 1941	+20.5	-	+18.4	-	+19.5	-	+22.1	-	+22.4	-	+21.7	-	+22.9	-	+17.1	-

Indexes for December, 1941 and January, 1942 are subject to revision.

(a) Not available

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

FEBRUARY, 1942

Country general store sales averaged 15 per cent higher in February of this ear than last according to reports received from 675 of these general merchandise stores ocated in the smaller towns and rural areas. All regions of the country reported gains anging from 10 per cent for the southern part of Saskatchewan to 24 per cent for the eastrn section of Ontario. Sales in British Columbia increased by 9 per cent; the Maritime rovinces, 11 per cent; Saskatchewan, 14 per cent; Alberta, 17 per cent and Quebec, Ontario nd Manitoba, 18 per cent.

Allowing for the differences in number and sales importance of the business ays of February of this year and last and also for normal seasonal movements sales in ebruary were up by 17 per cent over February a year ago and increased by 1 per cent over anuary of this year. There was the same number of business days in February this year as ast.

Percentage Change in Country General Store Sales by Regions

	February, 1942 / February, 1941				February, 1942 / February, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per Cent Change
aritime Provinces:	85	64	+11.0	Saskatchewan: North.....	62	51	+15.7
uebec: South....	48	40	+13.4	South.....	50	31	+10.0
North....	45	32	+19.4	TOTAL.....	112	82	+13.6
OTAL	93	72	+17.5	Alberta: North.....	56	46	+18.0
ntario: East	47	39	+24.4	South	83	70	+16.2
North ...	39	31	+11.3	TOTAL	139	116	+16.9
West.....	53	45	+16.7	British Columbia:	56	42	+ 9.2
OTAL	139	115	+17.9	CANADA:.....	676	532	+15.3
anitoba:	52	41	+17.8				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
February, 1936	(a)	(a)	(a)	(a)	(a)	(a)	76.2	92.5	65.9	92.2	63.5	91.4	68.6	94.7	(a)	(a)
February, 1937	75.0	103.3	82.0	102.6	74.9	104.5	82.0	106.3	67.1	100.1	65.7	100.9	69.3	102.1	77.5	101.6
February, 1938	77.7	107.0	87.2	109.0	78.2	109.2	80.4	104.1	75.9	113.3	68.5	105.1	71.2	104.8	81.2	106.5
February, 1939	70.8	97.6	76.7	95.9	72.7	101.6	73.4	95.1	67.0	100.0	61.4	94.3	65.2	96.0	77.9	102.1
February, 1940	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
February, 1941	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
February, 1942	94.7	130.4	105.5	131.9	99.8	139.4	99.7	129.2	90.2	134.7	75.9	116.6	91.4	134.7	91.8	120.4
1941																
March	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	116.1	116.8	105.4
June.....	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.7	123.0	122.4	117.2	120.1	137.4	133.3	121.0	106.6	124.9	116.0	112.8	118.1
December	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
1942																
January.....	101.1	128.5	105.6	117.7	105.3	136.1	105.9	130.0	99.5	135.9	83.5	120.9	101.6	133.2	102.2	122.3
February.....	94.7	130.4	105.5	131.9	99.8	139.4	99.7	129.2	90.2	134.7	75.9	116.6	91.4	134.7	91.8	120.4
% Change, Jan.-Feb.,1942. / Jan.-Feb.,1941.	+18.0	-	+14.6	-	+18.6	-	+20.0	-	+20.1	-	+17.7	-	+20.0	-	+13.2	-

Indexes for January and February, 1942 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

MARCH, 1942

Country general store sales averaged 14 per cent higher in March of this year han last according to reports received from approximately 665 of these general merchandise tores located in the smaller towns and rural areas. All regions of the country reported ains ranging from 6 per cent for British Columbia to 24 per cent for the souther part of askatchewan. Sales in the Maritime Provinces increased by 11 per cent; Manitoba and ntario, 12 per cent; Alberta, 15 per cent and Quebec and Saskatchewan, 18 per cent.

Allowing for the differences in number and sales importance of the business ays of March of this year and last and also for normal seasonal movements sales in March ere up by 17 per cent over March a year ago and increased by 1 per cent over February of his year. There was the same number of business days in March of this year as last but nly four Saturdays as against five last year.

Percentage Change in Country General Store Sales by Regions

Region	March, 1942 / March, 1941			Region	March, 1942 / March, 1941		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per Cent Change
aritime Provinces:	85	59	+10.7	Saskatchewan: North.....	64	47	+14.3
uebec: South ...	46	37	+21.1	South	52	42	+23.5
North....	43	31	+16.0	TOTAL	116	89	+17.7
OTAL	89	68	+17.6	Alberta: North.....	53	39	+15.5
ntario: East	45	32	+ 9.9	South.....	83	63	+14.3
North....	37	24	+ 9.3	TOTAL	136	102	+14.8
West	53	42	+16.1	British Columbia..	52	31	+ 6.1
OTAL	135	98	+12.4	CANADA	664	477	+13.8
anitoba .	51	30	+11.5				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
March, 1936	78.8	96.2	84.0	100.4	78.6	90.7	81.6	96.4	72.3	93.1	71.3	98.1	77.3	98.2	85.0	100.4
March, 1937	89.3	105.7	92.6	107.4	92.6	103.7	91.9	105.3	84.1	105.0	81.3	108.5	85.2	105.1	92.5	106.0
March, 1938	90.0	106.3	90.7	105.1	99.5	111.4	93.5	107.2	88.2	110.1	75.1	100.1	83.1	102.4	92.4	105.9
March, 1939	82.8	97.1	83.6	96.2	91.0	101.0	83.1	94.5	81.5	100.9	71.2	94.2	77.1	94.3	88.4	100.5
March, 1940	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
March, 1941	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
March, 1942	108.1	131.7	108.6	129.8	122.8	141.7	109.0	128.7	103.0	132.6	92.5	127.3	102.3	130.0	104.8	123.8
1941																
April	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	116.1	116.8	105.4
June.....	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July.....	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.7	123.0	122.4	117.2	120.1	137.4	133.3	121.0	106.6	124.9	116.0	112.8	118.1
December	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February.....	94.7	130.4	105.5	131.9	99.8	139.4	99.7	129.2	90.2	134.7	75.9	116.6	91.4	134.7	91.8	120.4
March.....	108.1	131.7	108.6	129.8	122.8	141.7	109.0	128.7	103.0	132.6	92.5	127.3	102.3	130.0	104.8	123.8
% Change, Jan.-Mar.,1942 / Jan.-Mar.,1941	+16.4	-	+12.7	-	+17.8	-	+17.3	-	+17.2	-	+18.4	-	+18.2	-	+10.4	-

Indexes for February and March, 1942 are subject to revision.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Acting Dominion Statistician: S. A. Cudmore, M.A., (Oxon.) F.S.S., F.R.S.C.
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.
Statistician: A. C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1942

Country general store sales averaged 14 per cent higher in April of this year than last according to reports received from over 650 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the southern part of Saskatchewan to 19 per cent for the northern section of Quebec. Sales in British Columbia increased by 10 per cent; Alberta and Saskatchewan, 11 per cent; the Maritime Provinces, 12 per cent; Manitoba, 14 per cent; Ontario, 15 per cent and Quebec, 18 per cent.

Allowing for the differences in number and sales importance of the business days of April of this year and last and also for normal seasonal movements sales in April were up by 14 per cent over April a year ago and increased by 1 per cent over March of this year. There was the same number of business days in April of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	April, 1942 / April, 1941			Region	April, 1942 / April, 1941		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	82	57	+12.8	Saskatchewan:			
Quebec:				North.....	58	41	+16.5
South	45	35	+15.2	South	51	28	+ 2.7
North.....	46	34	+19.0	TOTAL	109	69	+11.4
TOTAL	91	69	+17.8	Alberta:			
Ontario:				North.....	52	31	+11.3
East.....	44	34	+15.9	South	81	59	+10.8
North ...	39	28	+11.7	TOTAL	133	90	+11.0
West	53	43	+15.8	British Columbia ..	52	34	+10.2
TOTAL.....	136	105	+14.8	CANADA	655	464	+14.0
Manitoba:	52	40	+13.6				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
April, 1936	89.3	96.4	91.4	99.8	84.0	92.6	96.1	101.6	79.5	90.7	86.3	95.2	90.4	94.6	95.4	97.8
April, 1937	97.2	104.1	100.3	108.6	95.0	103.0	100.4	105.3	87.4	99.0	94.2	103.1	97.2	100.8	103.[illegible]	105.0
April, 1938	102.3	106.8	98.6	103.9	104.9	111.9	104.2	106.4	102.0	112.4	97.0	103.4	103.3	104.4	104.7	103.7
April, 1939	89.4	97.0	88.0	96.4	88.6	98.1	87.8	93.2	91.1	104.3	84.8	94.0	93.8	98.5	99.4	102.2
April, 1940	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
April, 1941	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
April, 1942	123.3	133.4	116.9	127.6	138.9	153.3	127.7	134.9	123.1	140.5	104.4	115.2	122.1	127.7	115.9	118.8
1941																
May	126.9	112.8	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	116.1	116.8	105.4
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.1	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.7	123.0	122.4	117.2	120.1	137.4	133.3	121.0	106.6	124.9	116.0	112.8	118.1
December	147.4	126.7	146.7	125.3	160.6	144.6	140.9	122.4	157.7	130.3	128.3	109.6	160.7	127.6	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	108.1	131.7	108.6	129.8	122.8	141.7	109.0	128.7	103.0	132.6	92.5	127.3	102.3	130.0	104.8	123.8
April	123.3	133.4	116.9	127.6	138.9	153.3	127.7	134.9	123.1	140.5	104.4	115.2	122.1	127.7	115.9	118.8
% Change, Jan.-Apr., 1942 / Jan.-Apr., 1941	+15.7	-	+12.7	-	+17.8	-	+16.5	-	+16.3	-	+16.5	-	+19.3	-	+10.6	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1942

Country general store sales averaged 12 per cent higher in May of this year than last according to reports received from 650 of these general merchandise stores located in the smaller towns and rural areas. With the exception of Northern Ontario all regions of the country reported gains ranging from 8 per cent for British Columbia and the southern part of Saskatchewan to 20 per cent for the southern part of Quebec. A slight decrease in sales in northern Ontario was offset by increases in other parts of the province resulting in a gain of 10 per cent for the province as a whole. Sales in Manitoba increased by 12 per cent; the Maritime Provinces and Saskatchewan, 13 per cent and Quebec and Alberta, 14 per cent.

Allowing for the differences in number and sales importance of the business days of May of this year and last and also for normal seasonal movements sales in May were up by 16 per cent over May a year ago but declined by 2 per cent compared with April of this year. There was one business day less in May of this year than last.

Percentage Change in Country General Store Sales by Regions

Region	May, 1942 / May, 1941			Region	May, 1942 / May, 1941		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	85	66	+13.1	Saskatchewan: North	60	50	+15.7
Quebec: South.....	45	38	+20.3	South	50	30	+ 7.6
North.....	41	32	+10.7	TOTAL	110	80	+12.7
TOTAL	86	70	+13.8	Alberta: North	52	37	+11.7
Ontario: East	43	32	+12.0	South	81	63	+14.8
North	33	18	- 0.4	TOTAL	133	100	+13.6
West	51	42	+ 9.9	British Columbia:	54	37	+ 7.6
TOTAL	127	92	+ 8.1	CANADA	648	486	+11.7
Manitoba ..	53	41	+11.5				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
May, 1936	104.0	96.1	109.9	91.1	104.5	89.7	111.3	96.4	92.7	96.7	98.8	104.1	96.9	103.3	102.9	96.0
May, 1937	113.1	104.5	123.4	102.7	120.2	103.6	121.2	105.4	98.9	103.5	101.9	107.9	97.1	104.0	110.9	103.8
May, 1938	111.0	105.6	123.8	106.2	124.3	110.4	114.3	102.5	100.9	108.9	92.0	100.4	93.6	103.3	112.4	108.5
May, 1939	108.0	99.6	117.5	97.8	122.2	105.3	113.5	98.7	96.7	101.3	87.8	92.9	92.1	98.6	108.0	101.2
May, 1940	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
May, 1941	126.9	112.6	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
May, 1942	141.8	130.3	150.9	125.1	168.7	144.8	143.3	124.1	129.5	135.1	115.9	122.2	126.8	135.2	125.7	117.2
1941																
June	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.3	133.4	116.9	127.6	138.9	153.3	127.7	134.9	123.1	140.5	104.4	115.2	122.1	127.7	115.9	118.8
May	141.8	130.3	150.9	125.1	168.7	144.8	143.3	124.1	129.5	135.1	115.9	122.2	126.8	135.2	125.7	117.2
% Change,																
Jan.-May, 1942	+14.7	-	+12.7	-	+16.7	-	+14.4	-	+15.1	-	+15.6	-	+15.4	-	+ 9.7	-
Jan.-May, 1941	.		.		.		.		.		.		.		.	

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1942

Country general store sales averaged 15 per cent higher in June of this year than last according to reports received from 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the southern part of Saskatchewan all regions of the country reported gains ranging from 9 per cent for the northern areas of Ontario and Saskatchewan to 22 per cent for the southern part of Quebec. A decrease in sales in southern Saskatchewan was offset by an increase in the northern part resulting in a gain of 5 per cent for the province as a whole. Sales in Alberta and Ontario increased by 13 per cent; British Columbia, 14 per cent; Manitoba, 17 per cent; the Maritime Provinces, 18 per cent and Quebec, 20 per cent.

Allowing for the differences in number and sales importance of the business days of June this year and last and also for normal seasonal movements sales in June were up by 11 per cent over June a year ago but declined by 2 per cent compared with May of this year. There was one more business day in June of this year than last.

Percentage Change in Country General Store Sales by Regions

Region	June, 1942 / June, 1941			Region	June, 1942 / June, 1941		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	79	65	+18.1	Saskatchewan:			
				North.....	58	40	+ 9.1
				South.....	53	29	- 2.7
Quebec:							
South....	43	39	+22.1	TOTAL	111	69	+ 4.7
North....	41	32	+18.4	Alberta:			
				North	53	44	+15.3
TOTAL.....	84	71	+19.6				
				South.....	76	59	+12.3
Ontario:							
East	40	35	+16.5	TOTAL	129	103	+13.4
North....	36	27	+ 8.6	British Columbia....	50	38	+13.7
West	48	39	+12.1				
TOTAL	124	101	+12.7	CANADA.....	629	492	+14.6
Manitoba .	52	45	+16.5				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1936	100.4	97.2	101.7	100.1	106.5	94.6	103.8	99.2	94.4	95.8	92.1	97.4	93.9	99.3	102.7	92.1
June, 1937	109.4	106.0	109.9	108.6	122.3	109.1	110.8	**106.4**	**100.9**	**102.7**	**96.8**	**102.7**	**96.9**	**102.8**	117.6	105.8
June, 1938	110.9	107.1	104.1	102.5	125.8	111.8	109.3	104.5	110.9	112.4	101.4	107.2	100.7	106.4	117.1	105.0
June, 1939	102.4	98.0	100.1	97.7	114.5	100.9	103.5	98.2	99.0	99.6	86.0	90.2	93.8	98.3	114.9	102.1
June, 1940	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
June, 1941	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
June, 1942	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	**119.1**
1941																
July	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	**140.4**	122.0	158.8	**131.2**	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	**100.2**	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.8	130.3	150.9	125.1	168.7	144.8	143.3	124.1	129.5	135.1	115.9	122.2	126.8	135.2	125.7	117.2
June	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	119.1
% Change, Jan.-June, 1942 / Jan.-June, 1941	+14.6	-	+13.6	-	+17.2	-	+14.1	-	+15.4	-	+15.8	-	+15.0	-	+10.0	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1942

Country general store sales averaged 11 per cent higher in July of this year than last according to reports received from approximately 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the northern part of Ontario all regions of the country reported gains ranging from 5 per cent for British Columbia to 16 per cent for the southern portion of Alberta. Sales in the Maritime Provinces increased by 7 per cent; Quebec and Manitoba, 13 per cent; Saskatchewan, 14 per cent and Alberta, 15 per cent. A decrease of 5 per cent for Northern Ontario was offset by increases in both Eastern and Western Ontario resulting in a gain of 7 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of July this year and last and also for normal seasonal movements sales in July were up by 10 per cent over July a year ago and increased by 2 per cent compared with June of this year. There was the same number of business days in July of this year as last.

Percentage Change in Country General Store Sales by Regions

Region	July, 1942 / July, 1941: Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	79	51	+ 6.9
Quebec:			
South ...	40	31	+12.5
North ...	41	30	+12.6
TOTAL	81	61	+12.6
Ontario:			
East	45	33	+12.1
North ...	31	15	- 4.7
West	50	39	+10.4
TOTAL	126	87	+ 7.3
Manitoba .	53	41	+12.7

Region	July, 1942 / July, 1941: Number of stores reporting	Number reporting an increase	Per Cent Change
Saskatchewan:			
North	52	43	+13.5
South	52	41	+15.3
TOTAL	104	84	+14.2
Alberta:			
North	54	38	+15.3
South	80	64	+15.5
TOTAL	134	102	+15.4
British Columbia ...	55	39	+ 5.1
CANADA	632	465	+10.6

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
July, 1936	102.0	95.7	102.4	97.9	107.3	91.8	108.3	95.1	102.1	97.6	89.5	96.1	95.0	99.8	103.1	95.8
July, 1937	116.6	105.7	119.7	111.2	129.8	107.8	125.6	107.1	112.3	104.3	96.2	100.2	98.2	100.1	118.6	106.9
July, 1938	111.1	104.4	103.4	99.3	124.5	106.9	118.6	104.5	112.9	108.4	97.8	105.4	97.4	102.7	110.6	103.2
July, 1939	104.9	99.0	97.8	94.4	120.6	104.0	109.2	96.7	106.4	102.6	88.9	96.2	93.7	99.2	106.7	99.9
July, 1940	111.2	104.7	103.5	99.8	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
July, 1941	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
July, 1942	139.3	130.2	128.4	122.8	167.8	143.5	141.1	123.9	139.0	133.0	117.7	126.3	132.0	138.6	122.7	113.9
1941																
August	131.6	121.3	126.1	123.5	144.2	130.7	131.4	122.6	137.1	114.7	122.1	112.8	130.0	119.0	120.8	111.6
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.7	127.8	127.8	125.8	160.7	142.7	129.3	123.6	130.1	131.9	107.5	113.6	123.3	130.3	132.9	119.1
July	139.3	130.2	128.4	122.8	167.8	143.5	141.1	123.9	139.0	133.0	117.7	126.3	132.0	138.6	122.7	113.9
% Change, Jan.-July, 1942 / Jan.-July, 1941	+13.9	-	+12.6	-	+16.4	-	+13.0	-	+14.8	-	+13.6	-	+15.0	-	+ 9.0	-

Indexes for June and July, 1942 are subject to revision.

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DOMINION BUREAU OF STATISTICS
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1942

Country general store sales averaged 10 per cent higher in August this year than last according to reports received from approximately 630 of these general merchandise stores located in the smaller towns and rural areas. With the exception of the northern part of Ontario all regions of the country reported gains ranging from 6 per cent for Manitoba to 15 per cent for the southern portion of Alberta. Sales in Saskatchewan increased by 9 per cent; the Maritime Provinces and Quebec, 11 per cent; Alberta and British Columbia, 13 per cent. A decrease of 4 per cent for Northern Ontario was offset by increases in Eastern and Western Ontario resulting in a gain of 8 per cent for the province as a whole.

Allowing for the differences in number and sales importance of the business days of August this year and last and also for normal seasonal movements, sales in August were up by 10 per cent over August a year ago, and increased by 3 per cent compared with July of this year. There was the same number of business days in August this year as last.

Percentage Change in Country General Store Sales by Regions

Region	August, 1942 / August, 1941			Region	August, 1942 / August, 1941		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	78	56	+10.9	Saskatchewan:			
				North	56	38	+ 6.7
				South	49	41	+14.0
Quebec:							
South ...	43	35	+14.2	TOTAL	105	79	+ 9.4
North ...	41	31	+ 9.3	Alberta:			
				North	56	40	+ 9.5
TOTAL	84	66	+10.9				
				South	80	62	+14.9
Ontario:							
East	44	31	+ 9.9	TOTAL	136	102	+12.8
North ...	33	16	- 4.3	British Columbia:	46	33	+12.5
West	51	45	+12.4				
				CANADA	629	462	+10.0
TOTAL	128	92	+ 7.6				
Manitoba :	52	34	+ 6.2				

INDEXES OF COUNTRY GENERAL STORE SALES (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
August, 1936	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
August, 1937	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
August, 1938	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
August, 1939	107.7	99.7	102.4	100.7	108.0	98.[illegible]	[illegible]	[illegible]	114.2	95.7	107.[illegible]	101.1	112.2	103.1	109.1	101.2
August, 1940	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
August, 1941	131.6	121.5	126.1	123.7	144.2	131.1	131.4	122.8	137.1	114.3	122.1	113.6	130.0	120.0	120.8	109.9
August, 1942	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
1941																
September	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.3	130.2	128.4	122.8	167.8	143.5	141.1	123.9	139.0	133.0	117.7	126.3	132.0	138.6	122.7	113.9
August	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
% Change, Jan.-Aug., 1942	+13.3	-	+12.2	-	+15.5	-	+12.2	-	+13.4	-	+12.8	-	+14.5	-	+ 9.4	-
Jan.-Aug., 1941	.		.		.		.		.		.		.		.	

Indexes for July and August, 1942 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1942

Country general store sales averaged 12 per cent higher in September this year than last according to reports received from approximately 640 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the northern part of Ontario to 26 per cent for the southern part of Saskatchewan. Sales in British Columbia increased by 6 per cent; the Maritime Provinces, 9 per cent; Quebec and Ontario, 11 per cent; Alberta, 16 per cent; Saskatchewan, 17 per cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business days of September this year and last and also for normal seasonal movements, sales in September were up by 12 per cent over September a year ago. There was the same number of business days in September this year over last.

Percentage Change in Country General Store Sales by Regions

	September, 1942 / September, 1941				September, 1942 / September, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent Change	Region	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	84	62	+ 9.1	Saskatchewan:			
				North	60	46	+11.7
Quebec:				South	49	43	+26.0
South ...	45	33	+ 8.2	TOTAL	109	89	+17.0
North ...	43	34	+12.3				
TOTAL	88	67	+11.0	Alberta:			
				North	53	42	+15.6
Ontario:				South	79	64	+16.0
East	41	29	+ 8.9	TOTAL	132	106	+15.8
North ...	34	24	+ 3.2				
West	49	43	+16.1	British Columbia:	51	31	+ 5.8
TOTAL	124	96	+10.6				
				CANADA	638	495	+12.6
Manitoba:	50	44	+20.9				

INDEXES OF COUNTRY GENERAL STORE SALES (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
September, 1936 ...	112.9	101.7	98.4	99.8	98.9	99.4	103.6	100.3	131.5	102.5	151.0	112.7	119.9	97.9	104.3	99.1
September, 1937 ...	117.2	106.1	108.8	109.9	110.5	110.5	112.4	108.2	142.7	110.7	123.0	91.4	127.1	103.3	115.6	109.3
September, 1938 ...	112.1	100.2	98.7	98.9	101.9	101.2	104.0	99.4	128.9	99.3	132.5	97.6	127.7	103.0	109.6	102.8
September, 1939 ...	126.1	109.0	108.0	105.2	111.5	107.6	112.7	104.8	148.6	111.3	168.9	121.1	141.5	111.0	112.3	102.5
September, 1940 ...	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
September, 1941 ...	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
September, 1942 ...	139.7	126.6	127.6	128.8	139.7	139.7	133.7	128.7	158.7	123.1	150.8	112.0	150.1	122.0	123.3	116.5
1941																
October	132.0	115.4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	133.7	102.8	123.3	116.3
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
September	139.7	126.6	127.6	128.8	139.7	139.7	133.7	128.7	158.7	123.1	150.8	112.0	150.1	122.0	123.3	116.5
% Change,																
Jan.-Sept., 1942	+13.2	-	+11.9	-	+15.0	-	+12.1	-	+14.4	-	+13.6	-	+14.5	-	+ 9.1	-
Jan.-Sept., 1941	.		.		.		.		.		.		.		.	

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

October, 1942

Country general store sales averaged 17 per cent higher in October this year than last according to reports received from 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 1 per cent for the northern part of Ontario to 36 per cent for the southern part of Saskatchewan. Sales in Ontario increased by 8 per cent; British Columbia, 10 per cent; Quebec, 11 per cent; the Maritime Provinces, 12 per cent; Manitoba and Alberta, 28 per cent and Saskatchewan, 31 per cent.

Allowing for the difference in number and sales importance of the business days of October this year and last and also for normal seasonal movements, sales in October were up by 12 per cent over October a year ago and increased by 2 per cent over September of this year. There was one more Saturday in October this year than last.

Percentage Change in Country General Store Sales by Regions

	October, 1942 / October, 1941				October, 1942 / October, 1941		
Region	Number of stores reporting	Number reporting an increase	Per cent change	Region	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	79	56	+12.2	Saskatchewan:			
				North	53	50	+27.6
Quebec:				South	44	41	+36.4
South	42	37	+15.3	TOTAL	97	91	+30.8
North	39	33	+ 8.3				
				Alberta:			
TOTAL	81	70	+10.5	North	47	43	+30.6
				South	77	70	+27.0
Ontario:							
East	43	31	+ 7.1	TOTAL	124	113	+28.4
North	32	23	+ 1.2				
West	52	38	+11.3	British Columbia:	42	29	+ 9.9
TOTAL	127	92	+ 7.5				
				CANADA	600	497	+16.7
Manitoba:	50	46	+28.0				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
October, 1936	119.6	100.5	112.6	102.1	103.4	94.6	108.3	100.1	131.0	104.2	159.9	107.0	130.1	97.1	106.2	97.2
October, 1937	124.6	108.7	118.2	110.9	119.6	113.3	116.2	111.1	137.3	113.0	144.8	100.3	130.1	100.5	115.6	109.5
October, 1938	114.6	99.9	102.0	96.1	110.3	104.9	99.8	95.8	115.2	95.2	136.8	95.1	137.5	106.6	111.5	106.0
October, 1939	119.2	106.7	100.6	97.8	114.2	112.1	103.8	102.9	121.7	103.8	161.4	115.8	132.9	106.3	104.5	102.5
October, 1940	122.2	107.0	114.7	108.0	124.7	118.6	110.6	1[illegible].2	116.3	96.1	140.9	97.9	137.3	106.5	107.0	101.8
October, 1941	132.0	11[illegible].4	124.8	116.6	144.8	136.6	120.4	114.7	133.5	109.4	137.8	95.0	1[illegible]3.7	102.8	123.3	116.3
October, 1942	154.0	129.4	140.0	126.9	160.0	146.4	129.4	119.5	170.9	135.9	180.2	120.6	171.7	128.1	135.5	124.0
1941																
November	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
December	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	144.8	133.9	139.8	137.6	159.9	145.5	141.4	132.4	145.6	122.2	133.6	123.9	146.6	134.7	135.9	126.1
September	139.7	126.6	127.6	128.8	139.7	13[illegible].7	133.7	128.7	158.7	123.1	150.8	112.0	150.1	122.0	123.3	116.5
October	154.0	129.4	140.0	126.9	160.0	146.4	129.4	119.5	170.9	135.9	180.2	120.6	171.7	128.1	135.5	124.0
% Change, Jan.-Oct., 1942 / Jan.-Oct., 1941	+13.7	-	+12.1	-	+14.6	-	+11.7	-	+16.0	-	+15.9	-	+16.3	-	+ 9.0	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1942

Country general store sales averaged 15 per cent higher in November this year than last according to reports received from over 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from one per cent for the northern part of Ontario to 30 per cent for the southern part of Saskatchewan. Sales in British Columbia increased by 7 per cent; Ontario, 9 per cent; Manitoba and the Maritime Provinces, 13 per cent; Quebec, 15 per cent; Alberta, 16 per cent and Saskatchewan, 28 per cent.

Allowing for the difference in number and sales importance of the business days of November this year and last and also for normal seasonal movements, sales in November were up by 18 per cent over November a year ago and increased by 8 per cent over October of this year. There were four Saturdays in November this year compared with five in November a year ago.

Percentage Change in Country General Store Sales by Regions

Region	November, 1942 / November, 1941			Region	November, 1942 / November, 1941		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	83	64	+12.9	Saskatchewan:			
Quebec:				North	56	51	+27.7
South	44	37	+17.5	South	49	45	+29.7
North	41	31	+13.2	TOTAL	105	96	+28.4
TOTAL	85	68	+14.6	Alberta:			
Ontario:				North	50	36	+19.0
East	43	30	+17.6	South	77	58	+14.2
North	30	19	+ 1.0	TOTAL	127	94	+16.0
West	52	42	+ 8.7	British Columbia:	45	33	+ 7.2
TOTAL	125	91	+ 9.8	CANADA	618	484	+15.0
Manitoba ..	48	38	+12.9				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
November, 1936....	100.3	100.3	106.6	106.2	95.8	97.3	98.3	103.9	96.2	95.9	107.1	97.4	101.6	96.6	96.9	103.5
November, 1937....	109.3	105.7	111.2	107.3	106.6	104.9	102.1	104.6	116.6	112.6	116.7	102.8	114.8	105.8	103.8	107.4
November, 1938....	102.2	99.3	97.5	94.5	100.1	98.9	96.6	99.4	107.6	104.3	114.0	100.8	108.2	100.1	95.9	99.7
November, 1939....	100.6	97.5	103.5	99.9	99.5	97.9	98.2	100.6	101.4	97.9	104.5	92.0	104.3	96.1	92.0	95.3
November, 1940....	116.1	108.6	117.3	109.4	115.9	110.2	109.7	108.6	128.4	119.7	119.4	101.6	124.0	110.4	102.7	102.7
November, 1941....	121.7	118.4	121.5	117.8	123.0	121.6	117.2	120.5	137.4	133.2	121.0	107.0	124.9	115.5	112.8	117.2
November, 1942....	139.9	139.5	137.2	136.6	141.0	143.2	128.7	136.0	155.1	154.5	155.4	141.2	144.9	137.7	120.9	129.2
1941																
December.....	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	154.0	129.4	140.0	126.9	160.0	146.4	129.4	119.5	170.9	135.9	180.2	120.6	171.7	128.1	135.5	124.0
November.....	139.9	139.5	137.2	136.6	141.0	143.2	128.7	136.0	155.1	154.5	155.4	141.2	144.9	137.7	120.9	129.2
% Change,																
Jan.-Nov., 1942	+13.8	-	+12.1	-	+14.6	-	+11.6	-	+15.6	-	+17.2	-	+16.3	-	+ 9.0	-
Jan.-Nov., 1941	.		.		.		.		.		.		.		.	

Indexes for October and November, 1942 are subject to revision.

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1942

Country general store sales averaged 15 per cent higher in December this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 3 per cent for the eastern part of Ontario to 30 per cent for the southern part of Saskatchewan. Sales in Quebec increased by 6 per cent; Ontario, 9 per cent; British Columbia and Alberta, 14 per cent; the Maritime Provinces, 15 per cent; Manitoba, 24 per cent and Saskatchewan, 27 per cent.

All provinces reported increased sales for the year 1942 over the preceding twelve-month period, gains ranging from 8 per cent in British Columbia to 18 per cent in Saskatchewan being recorded. Increases for other provinces were 12 per cent for the Maritimes, 14 per cent for Quebec, 11 per cent for Ontario, 17 per cent for Manitoba and 16 per cent for Alberta.

Allowing for the difference in number and sales importance of the business days of December this year and last and also for normal seasonal movements, sales in December were up by 14 per cent over December a year ago and increased by 3 per cent over November of this year. There was the same number of business days in December this year as last.

Percentage Change in Country General Store Sales by Regions

Region	December, 1942 / December, 1941			Region	December, 1942 / December, 1941		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	73	55	+14.6	Saskatchewan:			
				North	48	44	+25.7
				South	49	45	+30.3
Quebec:							
South	43	30	+ 9.3	TOTAL	97	89	+27.4
North	41	26	+ 3.7				
				Alberta:			
TOTAL	84	56	+ 5.5	North	43	28	+11.1
				South	77	61	+16.0
Ontario:							
East	46	28	+ 3.2	TOTAL	120	89	+14.1
North	33	22	+10.9				
West	49	38	+12.2	British Columbia:	41	33	+13.7
TOTAL	128	88	+ 8.7				
				CANADA:	589	450	+14.6
Manitoba:	46	40	+24.2				

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
December, 1936 ...	116.9	100.7	119.1	102.1	106.9	96.6	116.1	101.3	119.1	98.8	123.4	105.8	126.4	105.8	115.7	100.9
December, 1937 ...	124.6	109.2	127.0	110.7	124.1	113.9	125.2	110.9	134.9	113.7	[illegible]	[illegible]	[illegible]	[illegible]	123.0	109.0
December, 1938 ...	118.3	97.7	116.0	95.3	116.1	100.5	114.4	95.7	126.0	100.2	116.0	95.3	128.1	95.3	121.7	101.7
December, 1939 ...	123.5	105.6	124.1	105.6	121.5	108.9	118.6	102.7	130.3	107.2	122.9	104.6	136.0	104.6	117.0	101.3
December, 1940 ...	128.3	113.3	130.3	114.4	132.2	122.3	123.2	110.0	137.4	116.6	118.6	104.2	138.2	104.2	121.9	108.9
December, 1941 ...	147.4	126.7	146.5	125.2	160.5	144.5	140.4	122.0	158.8	131.2	128.8	110.0	160.5	127.4	134.8	117.2
December, 1942 ...	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	145.9	153.3	133.7
1942																
January	100.9	128.4	104.1	116.1	104.2	134.8	105.9	130.0	100.2	136.9	84.9	123.0	101.8	133.4	101.6	121.7
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.9	139.5	137.2	136.6	141.0	143.2	128.7	136.0	155.1	154.5	155.4	141.2	144.9	137.7	120.9	129.2
December	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	145.9	153.3	133.7
% Change, Jan.-Dec.,1942 / Jan.-Dec.,1941	+14.0	-	+12.4	-	+13.6	-	+11.3	-	+16.5	-	+1[illegible].2	-	+16.0	-	+ 8.0	-

Indexes for November and December, 1942 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

January, 1943

Country general store sales averaged 8 per cent higher in January this year than last according to reports received from over 560 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the eastern part of Ontario to 14 per cent for the northern section of Alberta. Sales for Ontario as a whole increased by 4 per cent; British Columbia, 5 per cent; Alberta, 7 per cent; Quebec, 8 per cent; Saskatchewan, 11 per cent; the Maritime Provinces, 12 per cent and Manitoba, 13 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and for normal seasonal movements, sales in January were up by 15 per cent over January a year ago and increased by 2 per cent over December, 1942. There was one business day less in January this year than last.

Percentage Change in Country General Store Sales by Regions

Region	January, 1943 / January, 1942			Region	January, 1943 / January, 1942		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	69	48	+11.6	Saskatchewan:			
				North	50	38	+10.8
				South	48	37	+10.8
Quebec:							
South	42	29	+ 9.1	TOTAL	98	75	+10.8
North	38	27	+ 6.7				
				Alberta:			
TOTAL	80	56	+ 7.5	North	47	28	+14.3
				South	67	43	+ 3.2
Ontario:							
East	42	25	+ 2.2	TOTAL	114	71	+ 7.4
North.....	29	17	+ 3.9				
West	44	32	+ 6.2	British Columbia:	42	30	+ 4.9
TOTAL	115	74	+ 4.3				
				CANADA	567	393	+ 7.9
Manitoba:	49	39	+12.6				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935 - 1939 = 100)

A. Unadjusted index. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
January, 1936	(a)	(a)	(a)	(a)	(a)	(a)	74.1	93.4	67.5	94.6	63.2	93.9	70.8	95.3	(a)	(a)
January, 1937	77.3	101.9	89.5	103.7	75.2	101.1	80.2	102.3	72.9	103.5	66.8	100.4	73.8	100.5	82.9	103.2
January, 1938	78.2	106.0	89.9	107.0	79.5	109.9	79.1	103.7	75.9	110.7	65.0	100.4	74.9	104.9	83.4	106.7
January, 1939	73.1	99.5	80.5	96.2	73.7	102.1	75.1	98.9	68.7	100.6	63.7	98.8	70.0	98.4	79.0	101.5
January, 1940	81.7	107.9	92.0	106.6	84.0	112.9	83.3	106.3	76.0	107.9	70.7	106.4	78.6	107.0	83.5	104.0
January, 1941	83.9	109.4	89.2	102.1	88.1	116.9	86.7	109.4	81.3	114.1	68.6	101.9	82.7	111.4	87.3	107.4
January, 1942	100.9	128.4	104.1	117.7	104.2	136.1	105.9	130.0	100.2	135.9	84.9	120.9	101.8	133.2	101.6	122.3
January, 1943	108.9	147.3	116.2	137.7	112.0	154.0	110.5	144.2	112.8	163.8	94.1	144.8	109.3	152.3	106.6	135.7
1942																
February	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	1[illegible]5.9	153.3	133.7
1943																
January	108.9	147.3	116.2	137.7	112.0	154.0	110.5	144.2	112.8	1[illegible]3.8	94.1	144.8	109.3	152.3	106.6	135.7
% Change, January, 1943 / January, 1942	+ 7.9	-	+11.6	-	+ 7.5	-	+ 4.3	-	+12.6	-	+10.8	-	+ 7.4	-	+ 4.9	-

Indexes for December, 1942 and January, 1943 are subject to revision.

(a) Not available.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

February, 1943

Country general store sales averaged 16 per cent higher in February this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for northern Ontario to 26 per cent for the southern part of Saskatchewan and the northern part of Alberta. Sales for Ontario as a whole increased by 9 per cent; British Columbia, 10 per cent; Quebec, 15 per cent; the Maritime Provinces, 16 per cent; Manitoba and Alberta, 24 per cent and Saskatchewan, 25 per cent.

Allowing for the difference in number and sales importance of the business days of February this year and last and for normal seasonal movements sales in February were up by 16 per cent over February a year ago and increased by 6 per cent over January this year. There was the same number of business days in February this year as last.

Percentage Change in Country General Store Sales by Regions

Region	February, 1943 / February, 1942			Region	February, 1943 / February, 1942		
	Number of stores reporting	Number reporting an increase	Per cent Change		Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	77	58	+16.4	Saskatchewan:			
Quebec:				North	48	43	+26.0
South	43	31	+11.8	South	51	49	+23.9
North	36	26	+16.6	TOTAL	99	92	+25.2
TOTAL	79	57	+15.1	Alberta:			
Ontario:				North	54	41	+25.9
East	41	29	+ 8.5	South	77	67	+22.0
North	29	17	+ 4.1	TOTAL	131	108	+23.5
West	45	38	+12.4	British Columbia:	46	36	+ 9.8
TOTAL	115	84	+ 9.1	CANADA	597	478	+16.4
Manitoba:	50	43	+24.4				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1937 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
February, 1936	(a)	(a)	(a)	(a)	(a)	(a)	76.2	92.5	65.9	92.2	63.5	91.4	68.6	94.7	(a)	(a)
February, 1937	75.0	[illegible].3	82.0	102.6	74.9	104.5	82.0	106.3	67.1	100.1	65.7	100.9	69.3	102.1	77.5	101.6
February, 1938	77.7	107.0	87.2	109.0	78.2	109.2	80.4	104.1	75.9	113.3	68.5	105.1	71.2	104.8	81.2	106.5
February, 1939	70.8	97.6	76.7	95.9	72.7	101.6	73.4	95.1	67.0	100.0	61.4	94.3	65.2	96.0	77.9	102.1
February, 1940	79.7	105.7	92.2	111.0	79.0	106.2	82.7	103.3	75.2	108.2	68.9	102.0	75.8	107.5	81.8	103.3
February, 1941	82.1	111.7	95.0	118.7	84.9	118.6	84.6	109.5	76.6	114.3	66.8	102.6	78.2	115.2	84.1	110.2
February, 1942	94.9	130.7	105.2	131.5	99.8	139.4	99.7	129.2	90.8	135.6	76.8	118.0	91.5	134.8	92.9	121.8
February, 1943	110.5	152.6	122.5	153.1	114.9	160.4	108.8	141.0	113.0	168.8	96.2	147.7	113.0	166.4	102.0	133.8
1942																
March	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	167.2	144.1	167.9	144.0	169.3	152.9	152.6	133.1	197.2	163.6	164.1	140.8	183.1	145.9	153.3	133.7
1943																
January	108.9	144.0	116.2	134.6	112.0	150.5	110.5	141.0	112.8	160.1	94.1	141.6	109.3	148.9	106.6	132.7
February	110.5	152.6	122.5	153.1	114.9	160.4	108.8	141.0	113.0	168.8	96.2	147.7	113.0	166.4	102.0	133.8
% Change, Jan.-Feb., 1943 / Jan.-Feb., 1942	+12.1	-	+14.0	-	+11.2	-	+ 6.7	-	+18.2	-	+17.7	-	+15.0	-	+ 7.2	-

Indexes for January and February, 1943 are subject to revision.

(a) Not available.

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INTERNAL TRADE BRANCH
OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

March, 1943

Country general store sales averaged 13 per cent higher in March this year than last according to reports received from over 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 2 per cent for the southern part of Saskatchewan to 21 per cent for the Maritime Provinces. Sales for Saskatchewan as a whole increased by 6 per cent; Ontario, 11 per cent; Quebec and Alberta, 12 per cent; British Columbia, 16 per cent and Manitoba, 18 per cent.

Allowing for the difference in number and sales importance of the business days of March this year and last and for normal seasonal movements sales in March were up by 10 per cent over March a year ago. There was one more business day in March this year than last.

Percentage Change in Country General Store Sales by Regions

Region	March, 1943 / March, 1942		
	Number of stores reporting	Number reporting an increase	Per cent Change
Maritime Provinces:	78	67	+21.1
Quebec:			
South	44	35	+15.5
North	39	31	+10.3
TOTAL	83	66	+12.0
Ontario:			
East	40	33	+10.6
North	31	22	+ 5.3
West	47	39	+15.3
TOTAL	118	94	+11.3
Manitoba:	51	40	+18.1

Region	March, 1943 / March, 1942		
	Number of stores reporting	Number reporting an increase	Per cent Change
Saskatchewan:			
North	52	36	+ 7.8
South	50	35	+ 2.3
TOTAL	102	71	+ 5.8
Alberta:			
North	51	35	+16.9
South	77	54	+ 8.9
TOTAL	128	89	+11.9
British Columbia:	47	35	+16.0
CANADA	607	462	+13.0

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
March, 1936	78.8	96.2	84.0	100.4	78.6	90.7	81.6	96.4	72.3	93.1	71.3	98.1	77.3	98.2	85.0	100.4
March, 1937	89.3	105.7	92.6	107.4	92.6	103.7	91.9	105.3	84.1	105.0	81.3	108.5	85.2	105.1	92.5	106.0
March, 1938	90.0	106.3	90.7	105.1	99.5	111.4	93.5	107.2	88.2	110.1	75.1	100.1	83.1	102.4	92.4	105.9
March, 1939	82.8	97.1	83.6	96.2	91.0	101.0	83.1	94.5	81.5	100.9	71.2	94.2	77.1	94.3	88.4	100.5
March, 1940	89.6	105.7	93.5	108.0	94.2	105.1	89.6	102.2	87.1	108.3	80.4	106.8	86.9	106.7	93.6	106.8
March, 1941	95.0	112.2	98.1	113.7	104.4	116.9	97.0	111.2	92.4	115.4	78.6	104.9	89.1	109.9	98.8	113.2
March, 1942	107.9	131.4	107.9	128.9	122.6	141.5	109.0	128.7	102.7	132.2	92.7	127.5	102.0	129.6	104.0	122.8
March, 1943	121.9	143.9	130.7	151.5	137.3	153.7	121.3	138.9	121.3	151.4	98.1	130.8	114.1	140.6	120.6	138.2
1942																
April	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.5	152.6	122.5	153.1	114.9	160.4	108.8	141.0	113.0	168.8	96.2	147.7	113.0	166.4	102.0	133.8
March	121.9	143.9	130.7	151.5	137.3	153.7	121.3	138.9	121.3	151.4	98.1	130.8	114.1	140.6	120.6	138.2
% Change,																
Jan.-Mar., 1943	+12.2	-	+17.4	-	+10.6	-	+ 8.1	-	+18.6	-	+13.3	-	+13.4	-	+ 9.7	-
Jan.-Mar., 1942																

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

April, 1943

Country general store sales averaged 15 per cent higher in April this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the eastern part of Ontario reported gains ranging from 6 per cent for northern Ontario to 30 per cent for the southern section of Saskatchewan. A decline of 4 per cent for eastern Ontario was offset by gains in the northern and western parts of the province resulting in a net increase of 3 per cent for the province as a whole. Sales for Quebec increased by 9 per cent; British Columbia, 15 per cent, the Maritime Provinces, 19 per cent; Alberta, 20 per cent; Manitoba, 24 per cent and Saskatchewan, 28 per cent.

Allowing for the difference in number and sales importance of the business days of April this year and last and for normal seasonal movements sales in April were up by 14 per cent over April last year and increased by 5 per cent over last month. There was the same number of business days in April this year as last.

Percentage Change in Country General Store Sales by Regions

Region	April, 1943 / April, 1942			Region	April, 1943 / April, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	76	62	+19.0	Saskatchewan:			
				North	51	46	+26.9
				South	45	44	+29.9
Quebec:							
South	41	30	+12.8	TOTAL	96	90	+28.0
North	36	24	+ 7.3				
TOTAL	77	54	+ 9.1	Alberta :			
				North	49	41	+24.7
				South	78	68	+17.4
Ontario:							
East	41	22	- 3.5	TOTAL	127	109	+20.2
North	29	22	+ 6.0				
West	47	34	+ 6.5	British Columbia:	51	41	+15.2
TOTAL	117	78	+ 3.1				
				CANADA	591	475	+14.5
Manitoba:	47	41	+24.4				

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1939-1941 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
April, 1936	89.3	96.4	91.4	99.8	84.0	92.6	96.1	101.6	79.5	90.7	86.3	95.2	90.4	94.6	95.4	97.8
April, 1937	97.2	104.1	100.3	108.6	95.0	104.0	100.4	105.3	87.4	99.0	94.2	103.1	97.2	100.8	103.3	105.0
April, 1938	102.3	106.8	98.6	103.9	104.9	111.9	104.2	106.4	102.0	112.4	97.0	103.4	103.3	104.4	104.7	103.7
April, 1939	89.4	97.0	88.0	96.4	88.6	98.1	87.8	93.2	91.1	104.3	84.8	94.0	93.8	98.5	99.4	102.2
April, 1940	95.7	103.5	95.0	103.7	95.5	105.4	96.9	102.4	100.2	114.3	91.3	100.8	93.6	97.9	102.3	104.8
April, 1941	108.2	117.5	103.6	113.5	117.9	130.5	111.2	118.0	108.4	124.2	93.7	103.7	110.0	115.5	105.2	108.2
April, 1942	123.0	133.1	117.0	127.7	138.3	152.6	127.7	134.9	123.3	140.7	104.7	115.5	121.8	127.4	113.2	116.0
April, 1943	140.8	151.3	139.2	150.7	150.9	165.2	131.7	138.1	153.4	173.6	134.9	147.7	146.4	151.9	130.4	132.6
1942																
May	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	121.9	143.9	130.7	151.5	137.3	153.7	121.3	138.9	121.3	151.4	98.1	130.8	114.1	140.6	120.6	138.2
April	140.8	151.3	139.2	150.7	150.9	165.2	131.7	138.1	153.4	173.6	134.9	147.7	146.4	151.9	130.4	132.6
% Change, Jan.-Apr., 1943 / Jan.-Apr., 1942	+12.8	-	+18.0	-	+10.1	-	+ 6.5	-	+20.1	-	+18.0	-	+15.5	-	+10.5	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

May, 1943

Country general store sales averaged 14 per cent higher in May this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 5 per cent for the northern part of Ontario to 27 per cent for the southern part of Saskatchewan. Sales for Ontario increased by 8 per cent; Quebec and British Columbia, 13 per cent; Alberta, 16 per cent; the Maritime Provinces, 17 per cent; Saskatchewan, 18 per cent and Manitoba, 20 per cent.

Allowing for the difference in number and sales importance of the business days of May this year and last and for normal seasonal movements sales in May were up by 14 per cent over May last year but decreased by 2 per cent from April. There was the same number of business days in May this year as last.

Percentage Change in Country General Store Sales by Regions

Region	May, 1943 / May, 1942			Region	May, 1943 / May, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	73	56	+16.8	Saskatchewan:			
Quebec:				North	50	39	+11.8
South	40	30	+ 9.9	South	50	46	+27.3
North ...	35	29	+14.7	TOTAL	100	85	+17.5
TOTAL	75	59	+13.2	Alberta:			
Ontario:				North	53	42	+21.0
East	44	32	+ 9.0	South	74	62	+13.2
North	32	22	+ 5.3	TOTAL	127	104	+16.2
West	47	35	+ 7.9	British Columbia:	49	41	+12.6
TOTAL	123	89	+ 7.6	CANADA	595	477	+13.8
Manitoba:	48	43	+19.6				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
May, 1936	104.0	96.1	109.9	91.1	104.5	89.7	111.3	96.4	92.7	96.7	98.8	104.1	96.9	103.3	102.9	96.0
May, 1937	113.1	104.5	123.4	102.7	120.2	103.6	121.2	105.4	98.9	103.5	101.9	107.9	97.1	104.0	110.9	103.8
May, 1938	111.0	105.6	123.8	106.2	124.3	110.4	114.3	102.5	100.9	108.9	92.0	100.4	93.6	103.3	112.4	108.5
May, 1939	108.0	99.6	117.5	97.8	122.2	105.3	113.5	98.7	96.7	101.3	87.8	92.9	92.1	98.6	108.0	101.2
May, 1940	116.5	106.8	123.6	102.1	132.9	113.6	120.2	103.7	100.7	104.6	98.6	103.5	105.8	112.3	111.1	103.2
May, 1941	126.9	112.6	133.4	106.9	148.2	123.0	132.6	111.1	116.1	117.1	102.8	104.8	111.6	115.1	116.8	105.4
May, 1942	141.6	130.1	151.1	125.3	168.7	144.8	143.9	124.6	128.5	134.0	115.8	122.1	126.6	134.9	123.7	115.4
May, 1943	161.1	148.9	176.5	146.9	191.0	164.6	154.8	134.6	153.7	161.0	136.1	144.1	147.4	157.5	139.3	130.5
1942																
June	132.2	127.4	126.4	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.2
April	140.8	151.3	139.2	150.7	150.9	165.2	131.7	138.1	153.4	173.6	134.9	147.7	146.4	151.9	130.4	132.6
May	161.1	148.9	176.5	146.9	191.0	164.6	154.8	134.6	153.7	161.0	136.1	144.1	147.1	157.5	139.3	130.5
% Change, Jan.-May, 1943 / Jan.-May, 1942	+13.1	-	+17.7	-	+11.0	-	+ 6.8	-	+19.8	-	+18.0	-	+15.6	-	+11.1	-

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

June, 1943

Country general store sales averaged 15 per cent higher in June this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. While the southern part of Quebec reported no change from last year gains in all other regions ranged from 3 per cent for the northern part of Ontario to 52 per cent for the southern part of Saskatchewan. Sales for Quebec as a whole increased by 6 per cent; Ontario, 8 per cent; British Columbia, 9 per cent; Alberta, 18 per cent; Manitoba, 19 per cent; the Maritime Provinces, 20 per cent and Saskatchewan, 41 per cent.

Allowing for the difference in number and sales importance of the business days of June this year and last and for normal seasonal movements, sales in June were up by 16 per cent over June last year but decreased by 1 per cent from May. There was the same number of business days in June this year as last.

Percentage Change in Country General Store Sales by Regions

Region	June, 1943 / June, 1942			Region	June, 1943 / June, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	75	60	+20.1	Saskatchewan:			
				North	50	48	+34.8
Quebec:				South	50	48	+52.4
South ...	40	23	+ 0.3	TOTAL	100	96	+41.3
North ...	38	24	+ 8.4				
				Alberta:			
TOTAL	78	47	+ 5.8	North	49	45	+27.2
				South	74	59	+12.0
Ontario:							
East	42	25	+ 7.8	TOTAL	123	104	+17.8
North ...	29	19	+ 2.9				
West	47	35	+10.1	British Columbia:	49	32	+ 8.8
TOTAL	118	79	+ 7.6				
				CANADA	594	461	+14.9
Manitoba:	51	43	+19.0				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
June, 1936	100.4	97.2	101.7	100.1	106.5	94.6	103.8	99.2	94.4	95.8	92.1	97.4	93.9	99.3	102.7	92.1
June, 1937	109.4	106.0	109.9	108.6	122.3	109.1	110.8	106.4	100.9	102.7	96.8	102.7	96.9	102.8	117.6	105.8
June, 1938	110.9	107.1	104.1	102.5	125.8	111.8	109.3	104.5	110.9	112.4	101.4	107.2	100.7	106.4	117.1	105.0
June, 1939	102.4	98.0	100.1	97.7	114.5	100.9	103.5	98.2	99.0	99.6	86.0	90.2	93.8	98.3	114.9	102.1
June, 1940	110.2	106.9	104.8	103.5	125.0	111.5	110.4	106.0	102.5	104.3	97.5	103.5	104.8	111.2	115.1	103.6
June, 1941	115.8	115.3	108.2	109.9	134.4	123.2	114.7	113.1	111.7	116.9	102.7	112.0	108.7	118.5	116.9	108.1
June, 1942	132.2	127.8	126.6	124.4	160.6	142.7	129.6	123.9	130.5	132.3	106.6	112.6	122.2	129.2	132.0	118.3
June, 1943	151.9	147.7	151.8	150.0	169.9	151.6	139.4	133.8	155.3	158.1	150.6	159.8	144.0	152.8	143.6	129.2
1942																
July	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.2
April	140.2	150.6	138.1	150.0	149.8	164.0	133.1	139.6	152.0	172.0	132.7	145.3	145.3	151.7	129.2	131.3
May	161.1	148.9	176.5	146.9	191.0	164.6	154.8	134.6	153.7	161.0	136.1	144.1	147.1	157.5	139.3	130.5
June	151.9	147.7	151.8	150.0	169.9	151.6	139.4	133.8	155.3	158.1	150.6	159.8	144.0	152.8	143.6	129.2
% Change,																
Jan.- June, 1943	+13.3	-	+18.0	-	+ 9.8	-	+ 7.1	-	+19.5	-	+21.9	-	+15.8	-	+10.4	-
Jan.- June, 1942																

Indexes for May and June, 1943 are subject to revision.

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
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Statistician: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

July, 1943

Country general store sales averaged 18 per cent higher in July this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 6 per cent for the southern part of Quebec to 34 per cent for [illegible]thern Saskatchewan. Sales for Ontario increased by 11 per cent; British Columbia, 12 per cent; Quebec, 13 per cent; Alberta, 21 per cent; the Maritime Provinces, 24 per cent; Manitoba 25 per cent and Saskatchewan, 30 per cent.

Allowing for the difference in number and sales importance of the business days of July this year and last and for normal seasonal movements, sales in July were up by 18 per cent over July last year and increased by 8 per cent from June. There was one more Saturday in July this year than last.

Percentage Change in Country General Store Sales by Regions

Region	July, 1943 / July, 1942			Region	July, 1943 / July, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	75	63	+23.9	Saskatchewan:			
				North	50	46	+26.8
				South	42	39	+34.0
Quebec:							
South ...	42	29	+ 5.5	TOTAL	92	85	+29.5
North ...	36	26	+15.8				
TOTAL	78	55	+12.5	Alberta:			
				North	49	40	+29.5
				South	79	70	+15.1
Ontario ..							
East	41	30	+ 7.5	TOTAL	128	110	+20.6
North ...	31	26	+10.5				
West	47	43	+14.0	British Columbia :	49	37	+12.1
TOTAL	119	99	+11.0				
				CANADA	591	496	+17.6
Manitoba:	50	47	+24.7				

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
July, 1936	102.0	95.7	102.4	97.9	107.3	91.8	108.3	95.1	102.1	97.6	89.5	96.1	95.0	99.8	103.1	95.8
July, 1937	116.6	105.7	110.8	111.2	129.8	107.8	125.6	107.1	112.3	104.3	96.2	100.2	98.2	100.1	118.6	106.9
July, 1938	111.1	104.4	101.4	99.3	124.5	106.9	118.6	104.5	112.9	108.[illegible]	97.8	105.4	97.4	102.7	110.6	103.2
July, 1939	104.9	99.0	97.8	94.[illegible]	120.6	104.0	109.2	96.7	106.4	102.6	88.9	96.2	93.7	99.2	106.7	99.9
July, 1940	111.2	104.7	103.[illegible]	99.3	129.2	111.3	119.3	105.6	105.9	102.1	91.8	99.3	101.0	107.0	107.6	100.8
July, 1941	125.9	118.6	120.1	115.8	149.0	128.4	131.5	116.5	123.3	118.9	103.1	111.6	114.4	121.1	116.7	109.3
July, 1942	139.7	130.7	129.7	124.1	167.6	143.3	142.2	124.9	138.7	132.7	119.1	127.9	130.4	137.0	124.1	115.3
July, 1943	164.3	154.9	160.7	154.4	188.6	161.9	157.8	139.2	173.0	166.1	154.2	166.2	157.3	165.9	139.1	129.7
1942																
August	145.3	133.9	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.2
April	140.2	150.6	138.1	150.0	149.8	164.0	133.1	139.6	152.0	172.0	132.7	145.3	145.3	151.7	129.2	131.3
May	160.0	148.9	174.2	145.0	187.1	161.2	155.6	135.4	154.5	161.8	135.6	143.6	147.7	155.9	140.2	131.3
June	151.9	147.7	151.8	150.0	169.9	151.6	139.4	133.8	155.3	158.1	150.6	159.8	144.0	152.8	143.6	129.2
July	164.3	154.9	160.7	154.4	188.6	161.9	157.8	139.2	173.0	166.1	154.2	166.2	157.3	165.9	139.1	129.7
% Change, Jan.-July, 1943 / Jan.-July, 1942	+13.9	-	+18.7	-	+ 9.9	-	+ 7.8	-	+20.5	-	+23.1	-	+16.5	-	+10.8	-

Indexes for June and July, 1943 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

August, 1943

Country general store sales averaged 8 per cent higher in August this year than last according to reports received from approximately 580 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 1 per cent for southern Alberta to 18 per cent for nothern Saskatchewan. Decreases in northern and western Ontario were offset by an increase in the eastern part resulting in a gain of 3 per cent for the province as a whole. Alberta and British Columbia increased by 5 per cent; Quebec, 8 per cent; Manitoba, 9 per cent; the Maritime Provinces, 10 per cent and Saskatchewan, 16 per cent.

Allowing for the difference in number and sales importance of the business days of August this year and last and for normal seasonal movements, sales in August were up 11 per cent over August last year but decreased by 4 per cent from July. There were four Saturdays in August this year compared with five in August a year ago.

Sales for the first eight months of this year increased over the corresponding period of 1942 in all provinces, increases ranging from 10 per cent for Quebec and British Columbia to 22 per cent for Saskatchewan; Alberta increased by 15 per cent; the Maritime Provinces, 17 per cent; Manitoba, 18 per cent and Ontario, 19 per cent. For Canada as a whole the increase was 13 per cent for the eight-month period.

Percentage Change in Country General Store Sales by Regions

Region	August, 1943 / August, 1942			Region	August, 1943 / August, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	77	56	+ 9.5	Saskatchewan:			
				North	49	42	+17.6
				South	48	37	+14.3
Quebec:							
South	38	26	+ 6.0	TOTAL	97	79	+16.4
North	34	20	+ 8.5				
				Alberta:			
TOTAL	72	46	+ 7.7	North	48	29	+10.1
				South	74	34	+ 1.2
Ontario:							
East	41	32	+13.4	TOTAL	122	63	+ 4.6
North.....	28	11	- 0.2				
West	45	23	- 2.7	British Columbia:	48	35	+ 4.7
TOTAL	114	66	+ 3.2				
				CANADA	579	376	+ 7.7
Manitoba:	49	31	+ 8.6				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
August, 1936	108.3	100.2	103.6	101.9	103.5	94.2	108.1	101.2	122.1	102.5	114.8	106.5	106.8	98.1	108.6	100.8
August, 1937	111.5	106.3	107.3	108.8	118.4	111.1	112.5	108.7	121.6	105.3	99.0	94.7	109.5	103.7	113.6	108.7
August, 1938	110.1	101.8	102.5	100.8	113.1	103.0	108.0	101.2	121.6	102.1	108.3	100.5	111.5	102.5	111.5	103.4
August, 1939	107.7	99.7	102.4	100.7	108.0	98.3	104.8	98.2	114.2	95.9	109.0	101.1	112.2	103.1	109.1	101.2
August, 1940	118.4	105.5	112.6	106.7	121.5	106.5	122.5	110.5	117.4	94.9	113.6	101.5	122.2	108.1	112.8	100.8
August, 1941	131.6	121.5	126.1	123.7	144.2	131.1	131.4	122.8	137.1	114.3	122.1	113.6	130.0	120.0	120.8	109.9
August, 1942	145.3	134.5	141.0	138.7	161.5	147.0	142.3	133.3	145.6	122.2	133.1	123.4	147.4	135.5	134.2	124.5
August, 1943	156.5	149.3	154.4	156.6	173.9	163.2	146.9	141.8	158.1	136.8	154.9	148.1	154.2	146.0	140.5	134.4
1942																
September	139.7	126.6	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.2
April	140.2	150.6	138.1	150.0	149.8	164.0	133.1	139.6	152.0	172.0	132.7	145.3	145.3	151.7	129.2	131.3
May	160.0	148.9	174.2	145.0	187.1	161.2	155.6	135.4	154.5	161.8	135.6	143.6	145.7	155.9	140.2	131.3
June	151.2	147.0	151.8	150.0	170.1	151.8	139.7	134.1	152.2	154.9	148.9	158.0	143.3	152.0	141.1	127.0
July	164.3	154.9	160.7	154.4	188.6	161.9	157.8	139.2	173.0	166.1	154.2	166.2	157.3	165.9	139.1	129.7
August	156.5	149.3	154.4	156.6	173.9	163.2	146.9	141.8	158.1	136.8	154.9	148.1	154.2	146.0	140.5	134.4
% Change,																
Jan.-Aug., 1943	+12.9	-	+17.4	-	+ 9.6	-	+19.1	-	+18.3	-	+21.8	-	+14.5	-	+ 9.6	-
Jan.-Aug., 1942	.				.		.		.		.		.		.	

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

September, 1943

Country general store sales averaged 6 per cent higher in September this year than last according to reports received from over 560 of these general merchandise stores located in the smaller towns and rural areas. Gains ranging from 4 per cent to 15 per cent were reported by all regions of the country except Manitoba and the southern parts of Saskatchewan and Alberta where there were decreases of 1 per cent. In Saskatchewan and Alberta these decreases were offset by increases in the northern sections resulting in increases of 4 per cent for the province as a whole in each case. Sales in British Columbia increased by 4 per cent; Ontario and Quebec, 6 per cent and the Maritime Provinces, 15 per cent.

Allowing for the difference in number and sales importance of the business days of September this year and last and for normal seasonal movements sales in September this year decreased by 10 per cent compared with the previous month. There was the same number of business days in September this year as last.

Percentage Change in Country General Store Sales by Regions

Region	September, 1943 / September, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	73	55	+14.6
Quebec:			
South	40	28	+ 7.6
North	36	23	+ 4.8
TOTAL	76	51	+ 5.7
Ontario:			
East	41	25	+ 5.3
North	29	21	+ 6.4
West	46	24	+ 5.1
TOTAL	116	70	+ 5.5
Manitoba:	48	23	- 0.7

Region	September, 1943 / September, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change
Saskatchewan:			
North	45	30	+ 7.5
South	45	26	- 0.9
TOTAL	90	56	+ 4.4
Alberta:			
North	43	28	+11.0
South	71	34	- 0.5
TOTAL	114	62	+ 3.9
British Columbia ...	47	31	+ 4.2
CANADA	564	348	+ 5.7

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes		Quebec		Ontario		Manitoba		Saskatchewan		Alberta		British Columbia	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
September, 1936 ...	112.9	101.7	98.4	99.8	98.9	99.4	103.6	100.3	131.5	102.5	151.0	112.7	119.9	97.9	104.3	99.1
September, 1937 ...	117.2	106.1	108.8	109.9	110.5	110.5	112.4	108.2	142.7	110.7	123.0	91.4	127.1	103.3	115.6	109.3
September, 1938 ...	112.1	100.2	98.7	98.9	101.9	101.2	104.0	99.4	128.9	99.3	132.5	97.6	127.7	103.0	109.6	102.8
September, 1939 ...	126.1	109.0	108.0	105.2	111.5	107.6	112.7	104.8	148.6	111.3	168.9	121.1	141.5	111.0	112.3	102.5
September, 1940 ...	111.0	103.6	102.4	106.9	104.0	107.5	105.8	105.3	120.0	96.3	130.2	100.0	121.1	101.7	101.1	98.8
September, 1941 ...	124.1	112.9	117.0	118.2	125.9	125.9	120.9	116.4	131.3	101.9	128.9	95.8	129.6	105.3	116.5	110.2
September, 1942 ...	139.7	126.7	127.4	128.6	139.4	139.4	134.0	129.1	157.8	122.5	150.6	111.9	150.3	122.1	125.1	118.3
September, 1943 ...	147.7	133.7	146.0	146.9	147.3	146.7	141.4	135.6	156.4	120.9	157.2	116.4	156.2	126.4	130.4	122.8
1942																
October	153.9	129.4	140.6	127.5	159.3	145.8	130.0	120.1	170.1	135.2	181.1	121.9	171.5	128.0	133.5	122.2
November	139.2	138.8	137.7	137.2	141.1	143.3	128.3	135.6	155.0	154.4	153.5	139.5	144.9	137.7	116.1	124.0
December	165.4	142.6	168.6	144.6	168.8	152.5	152.6	133.1	194.2	161.1	158.4	135.8	182.2	145.2	146.3	127.7
1943																
January	108.4	138.6	119.1	138.0	109.0	146.5	110.0	140.4	113.9	161.7	93.9	141.3	108.9	148.4	105.0	130.6
February	110.1	152.0	123.3	154.1	114.6	160.0	108.1	140.0	112.1	167.4	96.7	148.6	112.5	165.6	98.8	129.5
March	122.1	143.9	130.8	151.5	137.8	153.7	121.3	138.9	120.6	151.4	98.7	130.8	113.6	140.6	121.1	138.[illegible]
April	140.2	150.6	138.1	150.0	149.8	164.0	133.1	139.6	152.0	172.0	132.7	145.3	145.3	151.7	129.2	131.3
May	160.0	148.9	174.2	145.0	187.1	161.2	155.6	135.4	154.5	161.8	135.6	143.6	145.7	155.9	140.2	131.3
June	151.2	147.0	151.8	150.0	170.1	151.8	139.7	134.1	152.2	154.9	148.9	158.0	143.3	152.0	141.1	127.0
July	164.6	155.1	159.9	153.6	188.4	161.7	162.4	143.2	170.7	164.0	152.2	164.0	157.4	166.0	138.9	129.5
August	156.5	149.3	154.4	156.6	173.9	163.2	146.9	141.8	158.1	136.8	154.9	148.1	154.2	146.0	140.5	134.4
September	147.7	133.7	146.0	146.9	147.3	146.7	141.4	135.6	156.4	120.9	157.2	116.4	156.2	126.4	130.4	122.8
% Change, Jan.-Sept., 1943 / Jan.-Sept., 1942	+12.1	-	+17.0	-	+ 9.1	-	+ 7.4	-	+15.4	-	+18.9	-	+13.1	-	+ 9.0	-

Indexes for August and September, 1943 are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

OCTOBER, 1943

Country general store sales averaged 5 per cent higher in October this year than last according to reports received from approximately 580 of these general merchandise stores located in the smaller towns and rural areas. Gains ranging from one per cent for Manitoba to 12 per cent for the Maritime Provinces were reported by all regions of the country except the southern part of Saskatchewan where a decline of 11 per cent was recorded. This decrease was offset by an increase in the northern section, resulting in no change for the province as a whole. Sales in British Columbia increased by 2 per cent; Alberta, 4 per cent; Quebec, 6 per cent; and Ontario, 8 per cent.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movements, sales in October this year were up by 9 per cent over October a year ago and increased by 6 per cent over September of this year. There was the same number of business days in September this year as last.

Percentage Change in Country General Store Sales by Regions

Region	October, 1943 / October, 1942			Region	October, 1943 / October, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	74	59	+ 12.4	Saskatchewan:			
				North	50	36	+ 6.6
				South	42	16	- 11.0
Quebec:							
South	42	24	+ 7.2	TOTAL	92	52	+ 0.1
North	37	23	+ 5.5				
				Alberta:			
TOTAL	79	47	+ 6.0	North	44	22	+ 6.5
				South	70	37	+ 2.6
Ontario:							
East	41	29	+ 10.9	TOTAL	114	59	+ 4.1
North	31	23	+ 10.1				
West	48	32	+ 4.6	British Columbia ..	47	32	+ 2.0
TOTAL	120	84	+ 8.0				
Manitoba ..	50	30	+ 1.1	CANADA	576	363	+ 5.3

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939=100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.3	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	115.4	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	153.9	129.4	140.6	159.3	130.0	170.1	181.1	171.5	133.5
October, 1943	162.0	141.4	158.0	168.9	140.4	172.0	181.3	178.5	136.2
1942									
November	139.2	138.8	137.7	141.1	128.3	155.0	153.5	144.9	116.1
December	165.4	142.6	168.6	168.8	152.6	194.2	158.4	182.2	146.3
1943									
January	108.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
February	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March	122.	144.1	130.8	137.3	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.1	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	147.7	133.7	146.0	147.3	141.4	156.4	157.2	156.2	130.4
October	162.0	141.4	158.0	168.9	140.4	172.0	181.3	178.5	136.2
% Change, Jan.-Oct., 1943 / Jan.-Oct., 1942	+11.4	-	+16.4	+ 8.8	+ 7.8	+13.6	+15.9	+11.9	+ 8.4

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

November, 1943

Country general store sales averaged 12 per cent higher in November this year than last according to reports received from approximately 560 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 1 per cent for the southern part of Alberta to 22 per cent for the Maritime Provinces. Sales for the province of Alberta as a whole increased by 5 per cent; Saskatchewan and British Columbia, 7 per cent; Ontario, 11 per cent; Manitoba, 12 per cent and Quebec, 14 per cent.

Allowing for the difference in number and sales importance of the business days of November this year and last and for normal seasonal movements, sales in November this year were up by 8 per cent over November a year ago and increased by 6 per cent over October of this year. There was one more business day in November this year than last.

Percentage Change in Country General Store Sales by Regions

Region	November, 1943 / November, 1942			Region	November, 1943 / November, 1942		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	73	62	+21.9	Saskatchewan:			
				North	49	31	+ 9.0
Quebec:				South	41	22	+ 3.2
South	40	29	+14.5	TOTAL	90	53	+ 6.9
North	33	26	+13.1				
				Alberta:			
TOTAL	73	55	+13.5	North	46	35	+11.6
				South	72	46	+ 1.4
Ontario:							
East	41	34	+15.2	TOTAL	118	81	+ 5.3
North	29	22	+12.5				
West	44	32	+ 7.2	British Columbia:	45	33	+ 6.8
TOTAL	114	88	+11.1				
				CANADA	558	408	+11.6
Manitoba:	45	36	+12.1				

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939=100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.2	138.8	137.7	141.1	128.3	155.1	153.5	144.9	116.1
November, 1943	155.3	150.2	167.9	160.1	142.5	173.8	164.1	152.6	124.0
1942									
December	165.4	142.6	168.6	168.8	152.6	194.2	158.4	182.2	146.3
1943									
January	108.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
February	110.1	152.[illegible]	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.[illegible]	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.[illegible]	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	162.0	141.4	158.0	168.9	140.4	172.0	181.3	178.5	136.2
November	155.3	150.2	167.9	160.1	142.5	173.8	164.1	152.6	155.3
% Change,									
Jan.-Nov., 1943 / Jan.-Nov., 1942	+11.4	-	+17.1	+ 9.3	+ 8.0	+13.4	+14.8	+11.2	+ 8.4

Indexes for October and November, 1943, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

December, 1943

Country general store sales averaged 11 per cent higher in December this year than last according to reports received from approximately 600 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for the western part of Ontario to 19 per cent for the southern part of Saskatchewan. Sales for the province of Ontario as a whole increased by 6 per cent; Quebec, 8 per cent; Manitoba and British Columbia, 9 per cent; Alberta, 11 per cent; the Maritime Provinces, 17 per cent and Saskatchewan, 18 per cent.

All provinces reported increased sales for the year 1943 over the preceding twelve-month period, gains ranging from 8 per cent in Ontario to 17 per cent in the Maritime Provinces being recorded. Increases for the other provinces were 10 per cent for Quebec, 13 per cent for Manitoba, 15 per cent for Saskatchewan, 11 per cent for Alberta and 9 per cent for British Columbia. The increase for Canada as a whole amounted to 12 per cent.

Allowing for the difference in number and sales importance of the business days of December this year and last and also for normal seasonal movements, sales in December were up by 12 per cent over December a year ago and increased by 7 per cent over November of this year. There was one business day less in December this year than last.

Percentage Change in Country General Store Sales by Regions

Region	Number of stores reporting	Number reporting an increase	December, 1943 / December, 1942 Per Cent Change
Maritime Provinces:	71	62	+16.8
Quebec:			
South	42	34	+14.0
North	37	27	+ 5.8
TOTAL	79	61	+ 8.4
Ontario:			
East	39	31	+ 7.2
North	33	22	+ 7.1
West	46	25	+ 4.4
TOTAL	118	78	+ 6.0
Manitoba:	49	39	+ 9.2

Region	Number of stores reporting	Number reporting an increase	December, 1943 / December, 1942 Per Cent Change
Saskatchewan:			
North	48	36	+14.2
South	50	40	+19.1
TOTAL	98	76	+17.6
Alberta:			
North	48	39	+17.6
South	77	63	+ 6.8
TOTAL	125	102	+10.9
British Columbia:	45	35	+ 9.3
CANADA	585	453	+10.7

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Mani oba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	126.7	146.5	160.5	140.4	158.8	128.8	160.5	134.8
December, 1942	165.4	142.6	168.6	168.8	152.6	194.2	158.4	182.2	146.3
December, 1943	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1943									
January	108.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
February	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	155.3	150.2	167.9	160.1	142.5	173.8	164.1	152.6	124.0
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
% Change, Jan.-Dec., 1943 / Jan.-Dec., 1942	+11.5	-	+17.0	+ 9.5	+ 7.8	+12.9	+15.1	+11.3	+ 8.9

Indexes for November and December, 1943, are subject to revision.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
January, 1944

Country general store sales averaged 9 per cent higher in January this year than last according to reports received from 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country except the northern and western parts of Ontario reported gains ranging from 5 per cent for the southern section of Quebec to 19 per cent for the southern part of Saskatchewan. Slight declines in the northern and western parts of Ontario were offset by an increase in the eastern section resulting in a gain of 3 per cent for the province as a whole. Sales in Manitoba increased by 6 per cent; Quebec, 8 per cent; British Columbia, 9 per cent; Alberta, 11 per cent; the Maritime Provinces, 15 per cent and Saskatchewan, 17 per cent.

Allowing for the difference in number and sales importance of the business days of January this year and last and also for normal seasonal movements, sales in January were up by 13 per cent over January a year ago and increased by 1 per cent over December last year. There was the same number of business days in January this year as last but only four Saturdays as against five a year ago.

Percentage Change in Country General Store Sales by Regions

Region	January, 1944 / January, 1943			Region	January, 1944 / January, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	70	49	+15.2	Saskatchewan:			
				North	48	38	+16.2
				South	47	42	+19.2
Quebec:							
South	40	27	+ 5.0	TOTAL	95	80	+17.3
North	36	25	+ 9.3				
				Alberta:			
TOTAL	76	52	+ 7.9	North	47	35	+13.6
				South	74	54	+ 9.6
Ontario:							
East	38	22	+ 8.6	TOTAL	121	89	+11.1
North	29	14	- 0.9				
West	48	21	- 0.4	British Columbia:	46	32	+ 9.0
TOTAL	115	57	+ 2.5				
Manitoba ..	47	34	+ 6.2	CANADA	570	393	+ 9.4

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	109.4	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942	100.9	128.4	104.1	104.2	105.9	100.2	84.9	101.8	101.6
January, 1943	108.4	143.3	119.1	109.0	110.0	113.9	93.9	108.9	105.0
January, 1944	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
1943									
February	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
March	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.3
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.3	141.4
November	156.0	150.8	165.9	180.3	143.3	174.4	167.0	153.3	126.4
December	183.1	180.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
% Change, January, 1944 / January, 1943	+ 9.4	-	+15.2	+ 7.9	+ 2.5	+ 6.2	+17.3	+11.1	+ 9.0

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
February, 1944

An average increase of 12 per cent in country general store sales was registered in February this year compared with February a year ago according to reports received from approximately 570 of these general merchandise stores located in the smaller towns and rural areas. All regions of the country reported gains ranging from 4 per cent for Manitoba and northern Alberta to 21 per cent for southern Saskatchewan. Sales in Ontario and Alberta increased by 8 per cent; British Columbia, 12 per cent; Quebec, 13 per cent; Saskatchewan, 15 per cent and the Maritime Provinces, 18 per cent.

Allowing for the difference in number and sales importance of the business days of February this year and last and also for normal seasonal movements, sales in February were up by 8 per cent over February a year ago and increased by 2 per cent over last month. There was one more business day in February this year than last.

Percentage Change in Country General Store Sales by Regions

Region	February, 1944 / February, 1943			Region	February, 1944 / February, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	72	59	+18.4	Saskatchewan:			
				North	42	31	+10.6
				South	49	47	+21.3
Quebec:							
South ...	41	31	+14.1	TOTAL	91	78	+14.6
North ...	37	26	+12.7				
				Alberta:			
TOTAL	78	57	+13.1	North	48	30	+ 4.2
				South	69	52	+10.1
Ontario:							
East	40	29	+11.0	TOTAL	117	82	+ 7.9
North ...	31	22	+ 6.4				
West	47	25	+ 6.3	British Columbia:	46	38	+12.0
TOTAL	118	76	+ 7.9				
				CANADA	572	422	+11.6
Manitoba:	50	32	+ 3.9				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	78.[illegible]	103.3	68.[illegible]	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	67.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	108.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	111.7	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	94.9	130.7	105.2	99.8	99.7	90.8	76.8	91.5	92.9
February, 1943	110.1	152.0	123.3	114.6	108.1	112.1	96.7	112.5	98.8
February, 1944	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
1943									
March	122.1	144.1	130.8	137.8	121.3	120.6	98.7	113.6	121.1
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January	118.6	161.2	137.2	117.6	112.8	121.0	110.1	121.0	114.5
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	+10.5	-	+16.8	+10.6	+ 5.2	+ 5.1	+15.9	+ 9.5	+10.5

(a) Not available.

Indexes for January and February, 1944 are subject to revision.

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
March, 1944

Dollar sales transacted in country general stores in March this year were valued 12 per cent higher than the sales realized in March, 1943, according to reports received from 499 general merchandise stores located in the smaller towns and rural areas. The 12 per cent gain was shared by all regions of the country, increases ranging from 2 per cent in the northern part of Ontario to 30 per cent for the southern part of Saskatchewan. Gains recorded for the provinces were as follows: Maritime Provinces, 13 per cent; Quebec, 11 per cent; Ontario, 6 per cent; Manitoba, 8 per cent; Saskatchewan, 25 per cent; Alberta, 17 per cent; British Columbia, 6 per cent.

Allowing for the difference in number and sales importance of the business days of March this year and last and also for normal seasonal movements, sales in March were up by 11 per cent over March a year ago but declined 3 per cent from February. There was the same number of business days in March this year as last with four Saturdays in both months.

Percentage Change in Country General Store Sales by Regions

Region	March, 1944 / March, 1943			Region	March, 1944 / March, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	68	51	+12.8	Saskatchewan:			
				North	37	34	+17.2
				South	47	45	+30.3
Quebec:							
South ...	38	27	+11.7	TOTAL	84	79	+24.6
North ...	36	24	+ 9.3				
				Alberta:			
TOTAL	74	51	+10.6	North	37	31	+15.6
				South	56	50	+17.9
Ontario:							
East	36	26	+12.5	TOTAL	93	81	+17.2
North ...	29	16	+ 1.8				
West	38	22	+ 4.7	British Columbia: ...	35	26	+ 6.2
TOTAL	103	54	+ 6.4				
				CANADA	499	385	+11.5
Manitoba:	42	33	+ 8.4				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	112.2	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	107.9	131.4	107.9	122.6	109.0	102.7	92.7	102.0	104.0
March, 1943	121.9	143.9	130.7	137.3	121.3	121.3	98.1	114.1	120.6
March, 1944	136.1	159.8	147.5	151.7	129.3	130.7	120.4	132.9	128.6
1943									
April	140.2	150.6	138.6	149.8	133.1	152.0	132.7	145.3	129.2
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January	120.2	163.5	137.4	124.2	112.6	118.5	110.7	122.8	114.3
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
March	136.1	159.8	147.5	151.7	129.3	130.7	120.4	132.9	128.6
% Change, Jan.-Mar., 1944 / Jan.-Mar., 1943	+11.3	-	+15.5	+12.2	+ 5.6	+ 5.5	+18.2	+12.9	+ 8.9

Indexes for February and March, 1944 are subject to revision.

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DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
April, 1944

Country general store sales averaged 11 per cent higher in April this year than last according to reports received from 579 of these general merchandise stores located in the smaller towns and rural areas. The 11 per cent gain reflects an increase in trading activities in all regions of the country, gains ranging from 1 per cent in the northern part of Ontario to 17 per cent in the southern section of Alberta. Sales increased by 2 per cent in British Columbia, 5 per cent in Manitoba, 6 per cent in Ontario, 9 per cent in Quebec, 14 per cent in Saskatchewan, 15 per cent in Alberta, and 16 per cent in the Maritime Provinces.

Allowing for the difference in number and sales importance of the business days of April this year and last and also for normal seasonal movements, sales in April were 17 per cent over April a year ago and increased by 10 per cent over March, 1944. There were five Saturdays in April of the current year as compared with four Saturdays in April, 1943, but there was one more business day in April of last year than this.

Percentage Change in Country General Store Sales by Regions

Region	April, 1944 / April, 1943			Region	April, 1944 / April, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change,
Maritime Provinces:	75	58	+16.3	Saskatchewan:			
Quebec:				North	41	35	+15.3
South	40	25	+ 3.2	South	49	41	+12.4
North	36	27	+15.0	TOTAL	90	76	+13.7
TOTAL	76	52	+ 9.0	Alberta:			
Ontario:				North	50	32	+11.9
East	41	21	+11.2	South	72	64	+17.1
North	30	19	+ 0.8	TOTAL	122	96	+15.4
West	46	27	+ 6.3	British Columbia:	49	33	+ 2.0
TOTAL	117	67	+ 6.4				
Manitoba:	50	34	+ 5.4	CANADA	579	416	+11.0

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.5	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	123.0	133.1	117.0	138.3	127.7	123.3	104.7	121.8	113.2
April, 1943	140.8	151.3	139.2	150.9	131.7	153.4	134.9	146.4	130.4
April, 1944	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
1943									
May	160.0	147.9	174.2	187.1	155.6	154.5	135.6	145.7	140.2
June	151.2	147.0	151.8	170.1	139.7	152.2	148.9	143.3	141.1
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January	120.2	163.5	137.4	124.2	112.6	118.5	110.7	122.8	114.3
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
March	136.1	159.8	147.5	151.7	129.3	130.7	120.4	132.9	128.6
April	155.5	175.9	161.2	167.5	141.9	160.2	151.5	167.2	131.8
% Change, Jan.-April, 1944 / Jan.-April, 1943	+13.6	-	+16.0	+11.3	+ 6.2	+ 5.5	+17.0	+13.2	+ 7.6

Indexes for March and April, 1944 are subject to revision.

DEPT. OF POLITICAL SCIENCE
UNIVERSITY OF TORONTO

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OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JUNE, 1944

Country general stores located in the smaller towns and rural areas of Canada reported 9 per cent more business transacted in June this year than last, according to statements received from 568 general merchandise stores. The 9 per cent gain reflects an increase in the dollar volume of trading in each of the provinces, gains ranging from 19 per cent in British Columbia to 3 per cent in Manitoba and Ontario. Sales were 11 per cent higher in the Maritime Provinces, 10 per cent in Quebec, 3 per cent in Ontario, 3 per cent in Manitoba, 8 per cent in Saskatchewan, 13 per cent in Alberta, and 19 per cent in British Columbia.

The adjusted index, which makes allowances for the difference in number and importance of business days and for normal seasonal movements, stands at 158.2 for June, 1944, 7 per cent above the June, 1943 level. There were 26 business days including 4 Saturdays in June of both this year and last.

Percentage Change in Country General Store Sales by Regions

Region	June, 1944 / June, 1943			Region	June, 1944 / June, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	70	53	+11.0	Saskatchewan:			
				North	41	31	+11.0
				South	49	38	+ 6.0
Quebec:				TOTAL	90	69	+ 8.2
South	41	29	+12.2				
North	35	24	+ 7.3	Alberta:			
TOTAL	76	53	+ 9.8	North	50	35	+11.6
				South	68	59	+13.0
Ontario:				TOTAL	118	94	+12.6
East	42	23	+ 1.7				
North	32	22	+ 4.1	British Columbia:	48	41	+19.2
West	45	29	+ 4.7				
TOTAL	119	74	+ 3.4	CANADA	568	413	+ 9.3
Manitoba:	47	29	+ 2.6				

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
June, 1936	100.4	97.2	101.7	106.5	103.8	94.4	92.1	93.9	102.7
June, 1937	109.4	106.0	109.9	122.3	110.8	100.9	96.8	96.9	117.6
June, 1938	110.9	107.1	104.1	125.8	109.3	110.9	101.4	100.7	117.1
June, 1939	102.4	98.0	100.1	114.5	103.5	99.0	86.0	93.8	114.9
June, 1940	110.2	106.9	104.8	125.0	110.4	102.5	97.5	104.8	115.1
June, 1941	115.8	115.3	108.2	134.4	114.7	111.7	102.7	108.7	116.9
June, 1942	132.2	127.8	126.6	160.6	129.6	130.5	106.6	122.2	132.0
June, 1943	151.9	147.7	151.8	169.9	139.4	155.3	150.6	144.0	143.6
June, 1944	164.7	158.2	168.5	185.2	144.7	156.2	162.6	161.2	168.2
1943									
July	164.6	155.1	159.9	188.4	162.4	170.7	152.2	157.4	138.9
August	157.4	150.1	154.0	174.7	150.3	158.4	153.7	154.2	142.7
September	148.1	134.0	147.7	147.8	140.6	156.1	156.5	156.9	132.9
October	164.1	143.2	157.2	173.6	140.9	172.1	183.3	180.8	141.4
November	156.0	150.8	165.9	160.3	143.3	174.4	167.0	153.3	126.4
December	183.1	160.2	196.9	183.0	161.8	212.1	183.7	202.1	159.9
1944									
January	120.2	163.5	137.4	124.2	112.6	118.5	110.7	122.8	114.3
February	122.9	164.1	146.0	129.6	116.6	116.5	110.8	121.4	110.7
March	136.9	160.6	149.4	152.5	129.8	130.0	120.6	131.2	133.3
April	153.8	174.1	162.0	164.3	141.6	159.0	145.6	166.4	135.5
May	172.3	159.4	198.8	194.0	163.4	158.1	151.5	161.7	153.8
June	164.7	158.2	168.5	185.2	144.7	156.2	162.6	161.2	168.2
% Change, Jan.-June, 1944	+ 9.9	-	+15.0	+ 8.9	+ 5.5	+ 4.1	+13.5	+12.3	+11.1
Jan.-June, 1943									

Indexes for May and June, 1944 are subject to revision.

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DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JULY, 1944

July dollar sales realized by country general stores increased 4 per cent over the volume of business transacted in July, 1943, according to data received from 731 of these general merchandise stores located in the smaller towns and rural areas of Canada. The 4 per cent gain is smaller than the monthly increases recorded for the first half of the year, when increases ranged from 9 to 12 per cent. Manitoba experienced a minor decline of 1 per cent, while the other regions of the country reported the following increases in sales over 1943: Maritime Provinces, 5 per cent; Quebec, 6 per cent; Ontario, 2 per cent; Saskatchewan, 3 per cent; Alberta, 4 per cent; British Columbia, 11 per cent. The general unadjusted index of sales, on the base, 1935-1939=100, stands at 170.5 for July, 1944; 169.1 for June, 1944 and 164.0 for July, 1943. Cumulative sales for the January-July period advanced 9 per cent above the volume of business transacted in that period last year.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stood at 161.3 for July, 1944, down slightly from those for the immediately preceding months which stood at 162.2 for June and 164.1 for May. There were 25 business days including four Saturdays in July, 1944 while there were 26 business days with five Saturdays in July last year.

Percentage Change in Country General Store Sales by Regions

Region	July, 1944 / July, 1943			Region	July, 1944 / July, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	122	81	+ 5.0	Saskatchewan:			
				North	56	34	+ 3.4
				South	53	30	+ 2.3
Quebec:				TOTAL	109	64	+ 2.8
South ...	42	28	+ 5.2				
North ...	53	36	+ 6.1	Alberta:			
TOTAL	95	64	+ 5.7	North	47	33	+ 1.7
				South	72	47	+ 4.5
Ontario:				TOTAL	119	80	+ 3.6
East	65	36	+ 1.7				
North ...	42	22	+ 1.7	British Columbia:	55	42	+10.9
West	68	36	+ 1.2				
TOTAL.....	175	94	+ 1.5				
Manitoba:	56	34	- 1.4	CANADA	731	459	+ 3.8

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
July, 1936	102.0	95.7	102.4	107.3	108.3	102.1	89.5	95.0	103.1
July, 1937	116.6	105.7	119.7	129.8	125.6	112.3	96.2	98.2	118.6
July, 1938	111.1	104.4	103.4	124.5	118.6	112.9	97.8	97.4	110.6
July, 1939	104.9	99.0	97.8	120.6	109.2	106.4	88.9	93.7	106.7
July, 1940	111.2	104.7	103.5	129.2	119.3	105.9	91.8	101.0	107.6
July, 1941	125.9	118.6	120.1	149.0	131.5	123.3	103.1	114.4	116.7
July, 1942	141.2	132.0	133.6	169.1	143.9	139.1	119.7	130.4	125.1
July, 1943	164.0	154.6	165.9	186.9	158.3	166.9	152.1	157.4	138.5
July, 1944	170.5	161.3	174.2	197.7	160.7	164.6	156.7	162.8	153.6
1943									
August	157.2	150.0	159.7	173.9	148.2	153.7	154.4	154.2	140.8
September	149.5	135.5	152.6	149.0	141.8	155.2	157.6	156.9	134.8
October	163.5	142.9	161.0	175.7	137.1	170.5	178.2	180.8	143.1
November	156.1	150.9	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	161.3	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	162.2	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	165.3	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.7	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.7	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	162.2	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	161.3	174.2	197.7	160.7	164.6	156.7	162.8	153.6
% Change,									
Jan.-July, 1944 / Jan.-July, 1943	+ 9.4	-	+13.2	+ 9.7	+ 5.4	+ 3.1	+12.7	+ 9.4	+11.5

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Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
AUGUST, 1944

Country general store sales were 11 per cent higher in August of this year than last, according to statements received from 774 of these general merchandise stores situated in the smaller towns and rural areas of Canada. The 11 per cent gain is larger than the 4 per cent increase recorded in the July comparison but is in line with the pattern of trading witnessed in the first six months of the year. All regions of the country shared in the gain, increases ranging from 5 per cent in the southern areas of Quebec to 21 per cent in the northern part of Alberta. The general unadjusted index of sales, on the base 1935-1939 = 100, stands at 174.2 for August, 1944; 170.5 for July, 1944; and 157.2 for August, 1943. Aggregate figures for the eight months of this year reveal a 10 per cent increase in dollar sales over the January-August period of 1943.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 160.7 for August, 1944, on a par with the seasonally adjusted sales index of 159.9 for July, 1944. There were 27 business days including 4 Saturdays in August, 1944 while August last year had 26 business days with 4 Saturdays.

Percentage Change in Country General Store Sales by Regions

Region	August, 1944 / August, 1943			Region	August, 1944 / August, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	127	99	+13.6	Saskatchewan:			
				North	60	50	+14.3
Quebec:				South	53	41	+15.9
South	49	27	+ 5.3	TOTAL	113	91	+15.1
North	60	46	+ 7.7				
TOTAL	109	73	+ 6.7	Alberta:			
				North	50	42	+21.2
Ontario:				South	70	65	+15.7
East	75	44	+14.0	TOTAL	120	107	+17.5
North	43	32	+ 3.1				
West	74	52	+ 8.7	British Columbia:	56	49	+17.5
TOTAL	192	128	+ 5.3				
Manitoba:	57	43	+ 6.8	CANADA	774	590	+11.4

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	165.4
1943									
September	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
October	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
November	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.2	160.7	181.4	185.9	156.8	164.2	177.4	181.6	165.4
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 9.6	-	+13.5	+ 9.3	+ 5.5	+ 3.6	+13.1	+10.6	+12.1

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES

SEPTEMBER, 1944

September sales transacted by country general store merchants were valued 16 per cent higher than the dollar business realized in September, 1943, according to reports received from 765 of these general merchandise stores situated in the smaller towns and rural areas of Canada. The 16 per cent increase is greater than gains recorded in the earlier month comparisons, gains ranging from 4 per cent in July to 12 per cent in February and March being recorded. The general unadjusted index of sales on the base 1935-1939 = 100, stands at 172.0 for September, 1944; 174.4 for August, 1944; and 149.5 for September, 1943.

The marked increase in country general store sales in September compared with earlier months reflects increased purchasing power arising from active grain and livestock markets. The number of bushels of grain delivered to elevators was more than 50 per cent greater in September of this year than last. Cattle, calves and sheep marketings were also at high levels. These factors were practicularly effective in stimulating retail sales in the western provinces, gains ranging as high as 30 per cent for the northern part of Saskatchewan being recorded.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 154.3 for September, 1944, 4 per cent below the seasonally adjusted sales index of 161.0 for August, 1944. There were 25 business days and 4 Saturdays in September, 1943, while September this year had 25 business days and 5 Saturdays.

Percentage Change in Country General Store Sales by Regions

Region	September, 1944 / September, 1943			Region	September, 1944 / September, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	129	104	+13.7	Saskatchewan:			
				North	63	60	+29.6
Quebec:				South	59	53	+19.9
South	47	34	+ 7.8	TOTAL	122	113	+24.5
North	59	43	+ 8.0				
TOTAL	106	77	+ 7.9	Alberta:			
				North	47	40	+19.0
Ontario:				South	66	59	+21.1
East	73	41	+12.9	TOTAL	113	99	+20.3
North	42	29	+ 8.7				
West	67	47	+ 6.1	British Columbia:	55	50	+20.1
TOTAL	182	117	+ 9.5				
Manitoba :	58	52	+18.1	CANADA	765	612	+15.7

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
September, 1936	112.9	101.7	98.4	98.9	103.6	131.5	151.0	119.9	104.3
September, 1937	117.2	106.1	108.8	110.5	112.4	142.7	123.0	127.1	115.6
September, 1938	112.1	100.2	98.7	101.9	104.0	128.9	132.5	127.7	109.6
September, 1939	126.1	109.0	108.0	111.5	112.7	148.6	168.9	141.5	112.3
September, 1940	111.0	103.6	102.4	104.0	105.8	120.0	130.2	121.1	101.1
September, 1941	124.1	115.9	117.0	125.9	120.9	131.3	128.9	129.6	116.5
September, 1942	140.6	130.9	131.2	139.0	135.3	156.1	151.7	150.3	126.5
September, 1943	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
September, 1944	172.0	154.3	173.5	160.8	154.6	183.3	198.6	188.8	161.9
1943									
October	163.5	146.1	161.0	175.7	137.1	170.5	172.2	180.8	143.1
November	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	137.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	172.0	154.3	173.5	160.8	154.6	183.3	198.6	188.8	161.9
% Change,									
Jan.-Sept., 1944 ...	+10.2	-	+13.6	+ 9.1	+ 5.9	+ 5.4	+14.8	+11.9	+13.1
Jan.-Sept., 1943 ...									

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
OCTOBER, 1944

Country general store sales realized in October of this year advanced 6 per cent over the dollar volume of business transacted in October, 1943, according to statements received from 782 of these general merchandise stores situated in the smaller towns and rural areas of Canada. Gains ranging from 1 to 15 per cent were reported by all regions of the country except the eastern and western areas of Ontario. Sales declined by 3 per cent in eastern Ontario while western Ontario business remained on a par with October, 1943. Increases registered by the provinces are as follows: Maritime Provinces, 7 per cent; Quebec, 6 per cent; Manitoba, 4 per cent; Saskatchewan, 13 per cent; Alberta, 5 per cent; British Columbia, 14 per cent. Ontario sales decreased by 1 per cent. The general unadjusted index of sales on the base, 1935-1939 = 100, stands at 174.6 for October, 1944, compared with 171.5 for September, 1944, and 163.5 for October, 1943. Aggregate figures for the first ten months of 1944 stand 10 per cent higher than for the same period of 1943.

Allowing for the difference in number and sales importance of the business days of October this year and last and for normal seasonal movements, sales in October this year were up by 10 per cent over October a year ago and increased by 5 per cent over September of this year. There was the same number of business days in October this year and last, but October, 1943 had 5 Saturdays compared with 4 Saturdays in October, 1944.

Percentage Change in Country General Store Sales by Regions

Region	October, 1944 / October, 1943			Region	October, 1944 / October, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	130	86	+ 7.1	Saskatchewan:			
Quebec:				North	60	47	+15.2
South	50	29	+ 3.0	South	63	45	+10.5
North	59	38	+ 9.1	TOTAL	123	92	+12.8
TOTAL	109	67	+ 6.0	Alberta:			
Ontario:				North	47	27	+ 3.4
East	74	34	- 3.0	South	73	51	+ 5.9
North	43	20	+ 1.4	TOTAL	120	78	+ 5.1
West	68	28	- 0.2	British Columbia:	60	46	+13.7
TOTAL	185	82	- 0.9				
Manitoba:	55	28	+ 4.3	CANADA	782	479	+ 6.1

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	117.9	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	155.0	133.4	144.4	160.3	130.8	169.1	181.3	171.5	135.3
October, 1943	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
October, 1944	174.6	161.2	172.4	188.2	136.0	177.8	202.3	189.8	162.7
1943									
November	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.6	161.2	172.4	188.2	136.0	177.8	202.3	189.8	162.7
% Change,									
Jan.-Oct., 1944 / Jan.-Oct., 1943 .	+ 9.8	-	+12.8	+ 8.9	+ 5.2	+ 5.4	+14.3	+11.0	+13.2

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
NOVEMBER, 1944

Sales transacted by country general stores during November, 1944, were valued 7 per cent higher than the volume of business realized in November of last year, according to statements received from 771 of these general merchandise stores situated in the smaller towns and rural areas of Canada. Eastern Ontario suffered a decline of 3 per cent in sales, while all other regions of the country recorded increases, gains ranging from 3 to 15 per cent. The general unadjusted index of sales on the base, 1935-1939=100, stands at 166.1 for November, 1944; 174.0 for October, 1944; and 156.1 for November, 1943.

The increase recorded in country general store sales reflects a greater purchasing power resultant from grain and livestock movements. Deliveries of grain to elevators were over 100 per cent higher in October of this year than last, while November deliveries were 9 per cent in excess of the number of bushels of grain received by elevators in November, 1943. Cattle, calves and sheep marketings were also higher than the November, 1943, level of trading.

The adjusted index of sales in which allowance is made for differences in the numbers of business days in different months and also for normal seasonal movements stands at 160.4 for November, 1944, on a par with the seasonally adjusted index of 160.6 for October, 1944. There were 26 business days and 4 Saturdays in both November of this year and last.

Percentage Change in Country General Store Sales by Regions

Region	November, 1944 / November, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	134	84	+ 3.7
Quebec:			
South	51	29	+ 2.8
North	58	36	+ 5.6
TOTAL	109	65	+ 4.1
Ontario:			
East	78	34	- 2.8
North	41	21	+ 1.9
West	67	46	+ 4.8
TOTAL	186	101	+ 1.0

Region	November, 1944 / November, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change
Manitoba:	52	35	+ 3.2
Saskatchewan:			
North	58	41	+10.4
South	56	41	+ 6.5
TOTAL	114	82	+ 8.5
Alberta:			
North	45	35	+15.4
South	70	61	+15.0
TOTAL	115	96	+15.1
British Columbia:	61	51	+14.4
CANADA	771	514	+ 7.0

INDEXES OF COUNTRY GENERAL STORE SALES -- (Average for 1935-1939 = 100)

A. Unadjusted B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	166.1	160.4	172.5	168.1	144.5	183.1	182.2	176.6	144.5
1943									
December	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
1944									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	166.1	160.4	172.5	168.1	144.5	183.1	182.2	176.6	144.5
% Change, Jan.-Nov., 1944 / Jan.-Nov., 1943 .	+ 9.4	-	+12.0	+ 8.4	+ 4.9	+ 6.2	+13.7	+11.6	+13.2

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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OTTAWA, CANADA

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
DECEMBER, 1944

Reports submitted by 756 country general stores situated in the smaller towns and rural areas of Canada, indicated an overall increase of 7 per cent in sales for December, 1944 over December, 1943. All regions of the country reported increased sales in December, 1944 over the corresponding month of the preceding year and, while the range of the gains was within the relatively narrow limits of 1 to 11 per cent, there was evidence of greater expansion in the western provinces than elsewhere. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 196.7 for December, 1944, 165.9 for November, 1944 and 184.5 for December, 1943.

After allowances for differences in number of business days and for normal seasonal variations, the index of country general store sales for Canada stood at 163.4 for December, 1944, slightly above the seasonally adjusted index of 160.2 recorded for November, 1944. There were 25 business days in December, 1944 as compared with 26 days in December, 1943.

Percentage Change in Country General Store Sales by Regions

Region	December, 1944 / December, 1943			Region	December, 1944 / December, 1943		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	125	86	+ 7.3	Manitoba:	54	38	+ 6.4
				Saskatchewan:			
Quebec:				North	56	38	+ 9.8
South	50	29	+ 4.8	South	60	45	+ 9.0
North	58	43	+ 5.6	TOTAL	116	83	+ 9.4
TOTAL	108	72	+ 5.2				
				Alberta:			
Ontario:				North	47	26	+ 3.3
East	74	42	+ 1.0	South	69	50	+ 8.9
North	42	29	+ 6.4	TOTAL	116	76	+ 7.2
West	68	48	+ 4.0				
TOTAL	184	119	+ 3.5	British Columbia:	53	44	+10.9
				CANADA	756	518	+ 6.7

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	138.8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	165.9	201.4	183.4	203.5	166.7
December, 1944	196.7	163.4	217.6	194.0	169.8	214.3	200.8	217.3	184.9
1944									
January	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.7	163.4	217.6	194.0	169.8	214.3	200.8	217.3	184.9
% Change, Jan.-Dec., 1944 / Jan.-Dec., 1943 .	+ 9.1	-	+11.5	+ 8.1	+ 4.7	+ 5.0	+13.3	+10.9	+12.9

The monthly indexes of country general store sales from January, 1942 onward have recently been revised to include reports from an increased number of firms. Indexes appearing in the reports for July, 1944 and all subsequent months are based on the larger sample of reporting firms.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JANUARY, 1945

Dollar volume of sales in country general stores increased 6 per cent in January, 1945 over January, 1944, according to reports submitted by 745 such stores located in the smaller towns and rural areas of Canada. Approximately two-thirds of the firms which submitted figures reported sales higher in January this year than last, while the remainder experienced a reduction in sales below January a year ago. The unadjusted index of sales for Canada (on the base, 1935 to 1939 = 100) stood at 126.4 for January, 1945, 196.3 for December, 1944 and 119.5 for January, 1944.

Sales of stores located in Eastern Ontario and Northern Alberta were practically unchanged from January last year Increases, ranging up to 11 per cent in Northern Saskatchewan, were recorded elsewhere.

After adjustment for differences in number of business days and for normal seasonal movements, the index for January, 1945 was 165.2, slightly higher than the adjusted index of 163.1 for December, 1944.

Percentage Change in Country General Store Sales, by Regions

Region	January, 1945 / January, 1944			Region	January, 1945 / January, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	127	86	+ 7.5	Manitoba:	53	34	+ 4.0
				Saskatchewan:			
Quebec:				North	57	44	+10.6
South	49	29	+ 2.9	South	59	37	+ 4.1
North	62	40	+ 3.4	TOTAL	116	81	+ 8.2
TOTAL	111	69	+ 3.2				
				Alberta:			
Ontario:				North	44	29	- 0.1
East	78	45	- 0.4	South	60	48	+10.4
North	40	28	+ 7.5	TOTAL	104	77	+ 6.4
West	67	43	+ 6.7				
TOTAL	185	116	+ 4.5	British Columbia:	49	33	+ 9.7
				CANADA	745	496	+ 5.9

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6
January, 1944	119.5	160.5	141.3	119.2	116.4	104.7	111.0	122.5	114.4
January, 1945	126.4	165.2	151.9	123.0	121.6	108.9	120.1	130.3	125.5
1944									
February	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
1945									
January	126.4	165.2	151.9	123.0	121.6	108.9	120.1	130.3	125.5
% Change, January, 1945 / January, 1944	+ 5.9	- -	+ 7.5	+ 3.2	+ 4.5	+ 4.0	+ 8.2	+ 6.4	+ 9.7

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OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
FEBRUARY, 1945

Sales of country general stores in Canada were 3 per cent higher in February, 1945 compared with the same month a year ago and recorded a fractional increase in business over January of this year. These results are based on returns submitted by 765 country general stores located throughout all parts of Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 127.6 for February, 1945, 127.0 for January, 1945 and 123.9 for February, 1944.

Gains of 6 per cent in the Maritime Provinces and Manitoba were the largest among the provincial results. Increases of a lesser degree occurred in all other regions with the exception of Saskatchewan where sales were practically unchanged from February a year ago.

The index with adjustments for differences in numbers of business days and for normal seasonal variations advanced from 166.0 in January to 172.4 in February, reaching the highest point attained since April of last year when the index stood at 176.0.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1945 / February, 1944			Region	February, 1945 / February, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	131	78	+ 6.2	Manitoba:	55	39	+ 6.0
Quebec:				Saskatchewan:			
South ...	46	29	+ 4.8	North	59	37	+ 1.0
North ...	60	30	- 0.8	South	59	32	- 2.2
TOTAL	106	59	+ 1.0	TOTAL	118	69	- 0.2
Ontario:				Alberta:			
East	74	36	(a)	North	46	21	+ 3.5
North ...	40	24	+ 6.1	South	66	42	+ 4.0
West	70	42	+ 2.4	TOTAL	112	63	+ 3.8
TOTAL	184	102	+ 2.5	British Columbia:	59	33	+ 5.3
				CANADA	765	443	+ 3.4

(a) Unchanged.

INDEXES OF COUNTRY GENERAL STORES SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944	123.9	162.1	148.4	124.7	121.2	118.2	111.7	121.4	117.6
February, 1945	127.6	172.4	157.6	125.9	124.2	125.3	111.5	126.0	123.8
1944									
March	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
1945									
January	127.0	166.0	153.4	123.7	122.6	110.6	120.2	129.4	125.3
February	127.6	172.4	157.6	125.9	124.2	125.3	111.5	126.0	123.8
% Change, Jan.-Feb., 1945 / Jan.-Feb., 1944	+ 4.6	-	+ 7.4	+ 2.3	+ 3.9	+ 5.8	+ 4.0	+ 4.7	+ 7.4

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
MARCH, 1945

Country general store sales in Canada recorded a pronounced increase of 13 per cent in March, 1945 compared with March a year ago and were 24 per cent greater than in the preceding month of February. The increases were high for most sections of the country and were influenced considerably by the unseasonable weather prevailing in almost all parts of the country during March. These results are based on returns submitted by 764 country general stores across Canada. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 157.5 for March, 1945, 127.2 for February, 1945 and 139.1 for March, 1944.

Among the regional results, those for Ontario appear most interesting. While sales in the eastern sections of the province gained 11 per cent, sales in the northern and western areas ranged 20 and 21 per cent respectively above sales in March, 1944, resulting in an average gain of 17 per cent for Ontario as a whole. Quebec sales were 8 per cent higher in March this year than last, with gains fairly uniform in the northern and southern regions. The sales increases in the Maritime Provinces and in each of the western provinces were within narrow limits of that for the country as a whole.

The index, with adjustments for differences in number of business days and for seasonal variations, continued an upward trend, moving from 171.8 in February to 178.9 in March.

Percentage Change in Country General Store Sales, by Regions

Region	March, 1945 / March, 1944			Region	March, 1945 / March, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces:	125	89	+12.9	Manitoba:	52	38	+13.4
Quebec:				Saskatchewan:			
South	52	42	+ 9.2	North	66	52	+13.8
North	62	38	+ 7.9	South	57	42	+13.7
TOTAL	114	80	+ 8.3	TOTAL	123	94	+13.8
Ontario:				Alberta:			
East	69	50	+10.5	North	50	32	+ 9.6
North.....	46	37	+19.8	South	65	59	+16.7
West	67	60	+21.1	TOTAL	115	91	+14.0
TOTAL	182	147	+17.3	British Columbia:	53	35	+12.2
				CANADA	764	574	+13.3

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
March, 1943	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944	139.1	163.1	155.4	154.5	134.3	131.9	122.0	127.1	135.5
March, 1945	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152.0
1944									
April	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
1945									
January	127.0	166.0	153.4	123.7	122.6	110.6	120.2	129.4	125.3
February	127.2	171.8	159.2	124.8	122.7	123.0	112.5	126.0	122.7
March	157.5	178.9	175.4	167.3	157.5	149.6	138.8	149.5	152.0
% Change, Jan.-Mar., 1945 / Jan.-Mar., 1944	+ 7.6	-	+ 9.6	+ 4.4	+ 8.3	+ 8.0	+ 7.8	+ 9.1	+ 8.8

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
APRIL, 1945

Country general store sales in Canada averaged 3 per cent higher in April of this year compared with April a year ago according to reports submitted by approximately 750 stores dealing in a general line of merchandise and located in places of less than 2,000 population. The 3 per cent increase in April compared with a much higher increase of 13 per cent in March may be attributed in the main to two factors. In the first instance, there were five Saturdays in March of this year and four in March a year ago. In April the situation was reversed with four Saturdays this year and five last. Secondly, the Easter trade was concentrated entirely in the month of March this year whereas in 1944 a good deal of pre-Easter business was transacted in April.

Results on a regional basis reveal increases in April of this year over last of 6 per cent in the Maritime Provinces, 9 per cent in Quebec, 5 per cent in Ontario, 1 per cent in Manitoba, and 6 per cent in British Columbia. Declines of 6 and 4 per cent below April a year ago were reported for Saskatchewan and Alberta respectively.

The index of sales, without adjustment for number of business days or for normal seasonal movements, stands at 160.9 for April, at 157.9 for March, and at 156.1 for April, 1944. These indexes are based on the average for the period 1935 - 1939 as 100.

Percentage Change in Country General Store Sales, by Regions

Region	April, 1945 / April, 1944			Region	April, 1945 / April, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces;	134	92	+ 6.3	Manitoba	55	27	+ 1.0
Quebec;				Saskatchewan;			
South	48	35	+15.5	North	61	26	- 8.0
North	61	39	+ 5.3	South	54	26	- 3.8
TOTAL	109	74	+ 8.6	TOTAL	115	52	- 6.4
Ontario;				Alberta;			
East	71	46	+13.4	North	49	18	- 6.7
North	40	23	+ 1.3	South	63	27	- 2.6
West	66	42	+ 0.8	TOTAL	112	45	- 4.2
TOTAL	177	111	+ 5.1	British Columbia;	51	32	+ 6.1
				CANADA	753	433	+ 2.9

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.0	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	156.1	176.0	165.0	167.3	142.2	158.8	151.1	166.4	136.9
April, 1945	160.9	179.2	175.4	181.7	149.5	160.4	141.4	159.4	145.3
1944									
May	177.7	164.1	206.4	206.4	167.7	168.0	156.3	152.3	157.0
June	169.1	163.4	173.4	199.4	146.7	156.0	163.5	161.1	167.3
July	170.5	159.9	176.7	196.6	161.0	164.7	157.1	162.9	151.2
August	174.4	161.0	182.4	185.7	156.8	164.3	177.7	182.1	165.6
September	171.5	154.0	172.9	161.5	154.3	185.0	194.2	188.4	163.0
October	174.0	160.6	174.4	186.2	136.3	174.3	202.1	190.0	160.8
November	165.9	160.2	172.8	167.5	144.2	181.5	182.4	177.1	144.0
December	196.3	163.1	217.6	193.6	170.0	213.9	196.1	217.5	188.7
1945									
January	127.0	166.0	153.4	123.7	122.6	110.6	120.2	129.4	125.3
February	127.2	171.8	159.2	124.8	122.7	123.0	112.5	126.0	122.7
March	157.9	179.2	175.0	167.3	157.9	149.6	140.1	149.1	154.3
April	160.9	179.2	175.4	181.7	149.5	160.4	141.4	159.4	145.3
% Change, Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 6.4	-	+ 8.7	+ 5.6	+ 7.5	+ 5.8	+ 3.7	+ 4.9	+ 8.6

-D-03

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
MAY, 1945

Country general store sales in Canada averaged 2 per cent higher in May of this year compared with May a year ago, according to reports submitted by approximately 750 stores dealing in a general line of merchandise and located in places of less than 2,000 population. The margin of increase over May, 1944 is somewhat smaller than the 5 per cent gain recorded in the first five months of this year over last. The V-E Day celebrations on May 7th and 8th were marked by the closing of many business places, thus reducing the number of days on which business was transacted. This factor would have had some effect in reducing the volume of May sales.

May results on a regional basis reveal that sales maintained approximately the same margin over last year in Saskatchewan, Alberta and British Columbia as that prevailing in earlier months of the year. In the Maritime Provinces, the gain in May sales amounted to only one per cent while Manitoba, Quebec and Ontario results indicated declines of from one to three per cent.

The unadjusted indexes of sales stood at 182.0 for May, 1945, 160.1 for April, 1945 and 180.2 for May, 1944. These indexes are based on the average monthly sales from 1935 to 1939 taken as 100.

Percentage Change in Country General Store Sales, by Regions

Region	May, 1945 / May, 1944			Region	May, 1945 / May, 1944		
	Number of stores reporting	Number reporting an increase	Per Cent Change		Number of stores reporting	Number reporting an increase	Per Cent Change
Maritime Provinces	129	67	+ 1.4	Manitoba:	50	24	- 1.3
Quebec:				Saskatchewan:			
South	50	19	- 6.2	North	59	40	+ 6.6
North	57	24	- 1.3	South	57	42	+ 2.7
TOTAL	107	43	- 2.9	TOTAL	116	82	+ 5.2
Ontario:				Alberta:			
East	66	20	- 7.0	North	49	35	+10.6
North	42	29	+ 4.4	South	68	45	+ 3.5
West	68	32	- 3.0	TOTAL	117	80	+ 6.2
TOTAL	176	81	- 2.5	British Columbia:	57	41	+11.7
				CANADA	752	418	+ 1.6

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
May, 1936	104.0	96.1	109.9	104.5	111.3	92.7	98.8	96.9	102.9
May, 1937	113.1	104.5	123.4	120.2	121.2	98.9	101.9	97.1	110.9
May, 1938	111.0	105.6	123.8	124.3	114.3	100.9	92.0	93.6	112.4
May, 1939	108.0	99.6	117.5	122.2	113.5	96.7	87.8	92.1	108.0
May, 1940	116.5	106.8	123.6	132.9	120.2	100.7	98.6	105.8	111.1
May, 1941	126.9	112.7	133.4	148.2	133.6	116.1	102.8	111.6	116.8
May, 1942	143.5	131.8	152.7	172.9	145.5	132.4	115.7	126.6	124.6
May, 1943	162.8	150.4	180.6	189.7	158.4	159.4	137.7	145.7	141.4
May, 1944	180.2	166.5	206.8	211.5	167.7	174.5	155.3	160.1	157.5
May, 1945	182.0	168.6	209.7	205.4	163.5	172.2	163.4	170.0	175.9
1944									
June	170.0	164.4	178.1	198.5	147.4	155.4	165.3	161.9	167.3
July	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	152.1
August	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
September	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
October	173.2	159.9	174.0	186.1	155.3	173.9	201.2	187.5	160.1
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.0	168.6	209.7	205.4	163.5	172.2	163.4	170.0	175.9
% Change,									
Jan.-May, 1945 / Jan.-May, 1944	+ 4.9	-	+ 6.7	+ 3.3	+ 5.0	+ 3.9	+ 4.1	+ 4.3	+ 9.3

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JUNE, 1945

Country general store sales in Canada were 9 per cent higher in June of this year compared with June, 1944, according to reports submitted by some 765 stores handling a general line of merchandise and located in smaller communities and rural areas. The June increase exceeds the 5 per cent increase in the comparison of cumulative sales for the first six months of this year and last, a result which may be partially explained by the occurrence of five Saturdays in June of this year compared with four Saturdays in June, 1944. The lateness of seeding in most parts of the country and the consequent delay in purchasing ordinarily attendant upon these activities has been an additional factor in accelerating June sales.

Regional results indicate that expansion in business between June of the two years was greater in Ontario than elsewhere. The average increase for the province amounted to 13 per cent, with gains in the eastern and northern divisions exceeding the 10 per cent gain for Western Ontario. Total sales in Quebec were up by 6 per cent, but the 14 per cent gain for the southern division of the province was far in excess of the 2 per cent increase in northern areas. Gains recorded in Manitoba and Alberta approximated the average increase for the country, but Saskatchewan sales advanced only 3 per cent over June a year ago. The Maritime Provinces and British Columbia recorded increases of 8 and 9 per cent respectively.

Unadjusted indexes of sales stood at 183.2 for June, 1945, 182.1 for May, 1945 and 170.0 for June of last year.

Percentage Change in Country General Store Sales, by Regions

Region	June, 1945 / June, 1944			Region	June, 1945 / June, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	129	94	+ 8.1	Manitoba:	52	37	+ 8.3
Quebec:				Saskatchewan:			
South	52	38	+14.2	North	60	37	+ 3.9
North	57	33	+ 2.3	South	58	36	+ 1.0
TOTAL	109	71	+ 6.1	TOTAL	118	73	+ 2.8
Ontario:				Alberta:			
East	75	63	+13.5	North	49	37	+10.2
North	38	29	+16.4	South	66	49	+ 7.7
West	74	58	+ 9.9	TOTAL	115	86	+ 8.7
TOTAL	187	150	+12.6	British Columbia ...	55	39	+ 9.0
				CANADA	765	550	+ 8.5

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
June, 1936	100.4	97.2	101.7	106.5	103.8	94.4	92.1	93.9	102.7
June, 1937	109.4	106.0	109.9	122.3	110.8	100.9	96.8	96.9	117.6
June, 1938	110.9	107.1	104.1	125.8	109.3	110.9	101.4	100.7	117.1
June, 1939	102.4	98.0	100.1	114.5	103.5	99.0	86.0	93.8	114.9
June, 1940	110.2	106.9	104.8	125.0	110.4	102.5	97.5	104.8	115.1
June, 1941	115.8	116.1	108.2	134.4	114.7	111.7	102.7	108.7	116.9
June, 1942	133.1	129.2	128.1	160.5	131.8	130.2	107.7	122.2	133.4
June, 1943	153.9	150.6	154.7	177.7	142.3	150.4	149.7	143.3	141.4
June, 1944	170.0	164.4	178.1	198.5	147.4	155.4	165.3	161.9	167.3
June, 1945	183.2	172.4	192.5	210.6	166.0	168.3	169.9	176.0	182.4
1944									
July	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	152.1
August	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
September	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
October	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.2	172.4	192.5	210.6	166.0	168.3	169.9	176.0	182.4
% Change, Jan.-June, 1945 / Jan.-June, 1944 ..	+ 5.4	-	+ 7.0	+ 4.0	+ 6.4	+ 4.2	+ 3.8	+ 5.1	+ 9.2

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
JULY, 1945

Country general store sales in Canada increased 7 per cent in July of this year compared with July, 1944, according to reports submitted by some 717 stores handling a general line of merchandise and located in smaller communities and rural areas. The July increase only slightly exceeds the 6 per cent gain in sales during the first seven months of this year over the similar period a year ago. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 182.1 for July, 1945, 170.6 for July, 1944 and 183.5 for June, 1945.

Increases between July of the two years occurred in all sections of the country and, apart from minor gains of 3 per cent in Quebec and 1 per cent in Manitoba, were generally within narrow limits of the average gain recorded for the country as a whole. British Columbia, with an increase of 12 per cent, was the only province in which the average gain for the country was exceeded to any appreciable extent. July sales increases for the various provinces, with gains for the year-to-date in brackets, were as follows: Maritime Provinces, 9 per cent (8 per cent); Quebec, 3 per cent (4 per cent); Ontario, 8 per cent (7 per cent); Manitoba, 1 per cent (3 per cent); Saskatchewan, 7 per cent (4 per cent); Alberta, 9 per cent (6 per cent) and British Columbia, 12 per cent (10 per cent).

Percentage Change in Country General Store Sales, by Regions

Region	July, 1945 / July, 1944			Region	July, 1945 / July, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	120	87	+ 9.4	Manitoba:	54	32	+ 1.1
Quebec:				Saskatchewan:			
South	44	27	+ 6.2	North	53	40	+ 8.3
North	59	34	+ 1.7	South	55	36	+ 5.1
TOTAL	103	61	+ 3.1	TOTAL	108	76	+ 7.1
Ontario:				Alberta:			
East	72	49	+ 9.8	North	46	34	+ 4.8
North	39	32	+ 8.8	South	57	44	+11.0
West	66	48	+ 6.7	TOTAL	103	78	+ 8.6
TOTAL	177	129	+ 8.2	British Columbia	52	38	+12.0
				CANADA	717	501	+ 6.7

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
July, 1936	102.0	95.7	102.4	107.3	108.3	102.1	89.5	95.0	103.1
July, 1937	116.6	105.7	119.7	129.8	125.6	112.3	96.2	98.2	118.6
July, 1938	111.1	104.4	103.4	124.5	118.6	112.9	97.8	97.4	110.6
July, 1939	104.9	99.0	97.8	120.6	109.2	106.4	88.9	93.7	106.7
July, 1940	111.2	104.7	103.5	129.2	119.3	105.9	91.8	101.0	107.6
July, 1941	125.9	117.6	120.1	149.0	131.5	123.3	103.1	114.4	116.7
July, 1942	141.2	130.9	133.6	169.1	143.9	139.1	119.7	130.4	125.1
July, 1943	164.0	153.1	165.9	186.9	158.3	166.9	152.1	157.4	138.5
July, 1944	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	152.1
July, 1945	182.1	176.3	194.4	201.1	173.7	167.4	170.2	177.1	170.4
1944									
August	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
September	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
October	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.3	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	158.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.1	176.3	194.4	201.1	173.7	167.4	170.2	177.1	170.4
% Change,									
Jan.-July, 1945 ... / Jan.-July, 1944 ...	+ 5.7	-	+ 7.5	+ 4.0	+ 6.7	+ 3.3	+ 4.3	+ 5.7	+ 9.9

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
AUGUST, 1945

Country general store sales in Canada increased 8 per cent in August, 1945 compared with August, 1944 and were 3 per cent higher than in the immediately preceding month of July, 1945, according to reports submitted by 710 stores handling a general line of merchandise and located in smaller communities and rural areas. The 8 per cent margin over August, 1944 compares with a 6 per cent gain in sales during the first eight months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 187.9 for August, 1945, 174.6 for August, 1944 and 182.0 for July, 1945.

Variations in the results for different sections of the country were greater than those revealed in the figures for earlier months. The larger increases, ranging from 13 to 15 per cent, occurred in the eastern part of Canada. Although British Columbia's increase was on a par with the average gain for the country as a whole, results for the Prairie Provinces indicated but slight gains or, in some areas, minor decreases compared with sales in August of last year.

After adjustments for the number of business days and for normal seasonal movements, the August index stood at 172.1, somewhat lower than the 176.1 recorded in July but on a par with the average monthly index in the January-to-August period.

Percentage Change in Country General Store Sales, by Regions

Region	August, 1945 / August, 1944			Region	August, 1945 / August, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	98	+13.0	Manitoba: ...	49	28	- 0.5
Quebec:				Saskatchewan:			
South	47	34	+12.5	North	53	32	+ 3.4
North	58	39	+ 5.2	South	51	29	- 1.3
TOTAL	105	73	+ 7.5	TOTAL	104	61	+ 1.7
Ontario:				Alberta:			
East	69	53	+15.1	North	40	27	+ 5.5
North	40	32	+14.7	South	60	30	+ 2.7
West	67	54	+13.0	TOTAL	100	57	+ 3.8
TOTAL	176	139	+14.1	British Columbia: ..	50	32	+ 7.0
				CANADA	710	488	+ 7.6

INDEXES OF COUNTRY GENERAL STORE SALES---(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
August, 1945	187.9	172.1	205.2	199.1	177.2	167.0	183.7	189.9	176.6
1944									
September	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
October	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	150.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.9	172.1	205.2	199.1	177.2	167.0	183.7	189.9	176.6
% Change,									
Jan.-Aug., 1945 / Jan.-Aug., 1944	+ 5.9	-	+ 8.0	+ 4.6	+ 7.8	+ 2.8	+ 3.8	+ 5.3	+ 9.3

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Acting Dominion Statistician: Herbert Marshall, B.A., F.S.S.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
SEPTEMBER, 1945

Country general store sales in Canada increased 4 per cent in September, 1945 compared with September, 1944 and were 6 per cent lower than in the immediately preceding month of August, 1945, according to reports submitted by 727 stores handling a general line of merchandise and located in smaller communities and rural areas. The margin of increase over September, 1944 is slightly lower than the average increase of 6 per cent for the first nine months of this year over last. Unadjusted indexes of sales (on the base, average for 1935-1939=100) stood at 176.6 for September, 1945, 170.4 for September, 1944 and 187.6 for August, 1945.

Ontario stores maintained approximately the same percentage gain as that experienced during the first nine months of the year, a gain of 9 per cent in September comparing with an 8 per cent increase in the cumulative comparison. British Columbia and Quebec, with gains of 7 and 6 per cent, were the only other provinces where September sales increases exceeded that for the Dominion. The Maritime Provinces and Alberta recorded small gains while sales of Manitoba and Saskatchewan stores fell off slightly below September, 1944 volume.

After adjustments for differences in the number of business days and for normal seasonal movements, the September index stood at 165.3. The index for September is the lowest recorded for the current year, indexes for the earlier months having ranged from 166.0 in January to 179.7 in March.

Percentage Change in Country General Store Sales, by Regions

Region	September, 1945 / September, 1944			Region	September, 1945 / September, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	127	79	+ 3.9	Manitoba:	50	23	- 3.4
Quebec:				Saskatchewan:			
South	45	28	+ 7.2	North	60	28	- 2.6
North	58	36	+ 5.2	South	52	30	- 0.9
TOTAL	103	64	+ 5.8	TOTAL	112	58	- 2.0
Ontario:				Alberta:			
East	74	54	+ 9.7	North	44	20	- 1.1
North	40	29	+12.6	South	54	29	+ 4.1
West	72	44	+ 6.2	TOTAL	98	49	+ 2.1
TOTAL	186	127	+ 8.9	British Columbia:	51	30	+ 6.6
				CANADA	727	430	+ 3.6

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
September, 1936	112.9	101.7	98.4	98.9	103.6	131.5	151.0	119.9	104.3
September, 1937	117.2	106.1	108.8	110.5	112.4	142.7	123.0	127.1	115.6
September, 1938	112.1	100.2	98.7	101.9	104.0	128.9	132.5	127.7	109.6
September, 1939	126.1	109.0	108.0	111.5	112.7	148.6	168.9	141.5	112.3
September, 1940	111.0	103.6	102.4	104.0	105.8	120.0	130.2	121.1	101.1
September, 1941	124.1	115.9	117.0	125.9	120.9	131.3	128.9	129.6	116.5
September, 1942	140.6	130.9	131.2	139.0	135.3	156.1	151.7	150.3	126.5
September, 1943	149.5	139.1	152.6	149.0	141.8	155.2	157.6	156.9	134.8
September, 1944	170.4	152.9	172.0	161.5	149.6	184.5	195.3	188.0	162.2
September, 1945	176.6	165.3	178.7	170.9	162.9	178.2	191.4	191.9	172.9
1944									
October	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.6	165.3	178.7	170.9	162.9	178.2	191.4	191.9	172.9
% Change, Jan.-Sept., 1945 ... / Jan.-Sept., 1944 ...	+ 5.6	-	+ 7.5	+ 4.8	+ 7.8	+ 1.9	+ 2.9	+ 4.9	+ 9.1

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
OCTOBER, 1945

Country general store sales in Canada increased 11 per cent in October, 1945 compared with October, 1944 and were 9 per cent above September, 1945, according to reports from 739 such stores located in smaller communities and rural areas. The margin of increase over October, 1944 is somewhat greater than the 6 per cent gain which occurred during the first ten months of this year over last, a result attributable in part to the occurrence of an extra business day in October of this year. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 192.6 for October, 1945, 173.2 for October, 1944 and 176.5 for September, 1945.

The increase in sales over October, 1944 was general throughout the country, gains in most cases being within narrow limits of the Canadian average. Quebec sales were 8 per cent higher and the gain for Southern Saskatchewan amounted to only 6 per cent, but elsewhere the over-all trend was maintained. Ontario's 14 per cent gain was the only regional increase appreciably higher than the Dominion average. A significant item in the Ontario results is the extent to which sales of stores in that province's northern areas have increased with the current step-up in mining activity, a gain of 17 per cent being recorded in October. An analysis of cumulative results for the January-to-October period on a provincial basis shows increases ranging from 3 per cent in Manitoba to 10 per cent in British Columbia, with gains in other provinces within one or two percentage points of the average increase for Canada.

The index with adjustments for differences in number of business days and for normal seasonal movements, advanced in October to 172.4 from the index of 165.2 for September and compared with an index of 171.8 for August of this year.

Percentage Change in Country General Store Sales, by Regions

Region	October, 1945 / October, 1944			Region	October, 1945 / October, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces	129	99	+11.9	Manitoba;	56	44	+10.7
Quebec;				Saskatchewan;			
South ...	49	33	+ 8.9	North	54	42	+12.5
North ...	54	36	+ 7.9	South	55	36	+ 5.8
TOTAL	103	69	+ 8.2	TOTAL	109	78	+10.0
Ontario;				Alberta;			
East	72	59	+14.3	North	48	35	+12.6
North ...	38	31	+17.2	South	60	45	+12.2
West	70	56	+12.9	TOTAL	108	80	+12.4
TOTAL	180	146	+14.4	British Columbia;	54	35	+13.6
				CANADA	739	551	+11.2

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	117.9	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	155.0	133.4	144.4	160.3	130.8	169.1	181.3	171.5	135.3
October, 1943	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
October, 1944	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
October, 1945	192.6	172.4	194.7	201.4	154.8	192.5	221.3	210.8	181.9
1944									
November	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.6	172.4	194.7	201.4	154.8	192.5	221.3	210.8	181.9
% Change,									
Jan.-Oct., 1945 .. / Jan.-Oct., 1944 ..	+ 6.2	-	+ 7.8	+ 5.2	+ 8.4	+ 3.2	+ 3.7	+ 5.8	+ 9.6

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES
NOVEMBER, 1945

Sales of country general stores in Canada during November, 1945 were higher by 9 per cent than in November, 1944 but fell off 6 per cent from October, 1945 volume. These results are based on reports submitted by 728 stores located in smaller communities and rural areas throughout the country. The average gain in sales for the first eleven months of 1945 over 1944 amounted to 6.5 per cent. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 181.1 for November, 1945, 165.9 for November, 1944 and 192.3 for October, 1945.

While all regions of the country shared in the expanded business, gains were most pronounced in Ontario, British Columbia, the Maritime Provinces and Manitoba where increases amounted to 14, 13, 12 and 11 per cent respectively. Moderate advances recorded in other sections were as follows: 8 per cent in Quebec, 6 per cent in Alberta and 5 per cent in Saskatchewan.

After adjusting for differences in number of business days and for normal seasonal fluctuations, the November, 1945 index moved slightly upward to 174.1 from the 172.1 result for the immediately preceding month of October.

Percentage Change in Country General Store Sales, by Regions

Region	November, 1945 / November, 1944			Region	November, 1945 / November, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	100	+11.5	Manitoba:	50	36	+11.0
Quebec:				Saskatchewan:			
South	45	31	+ 7.4	North	59	36	+ 4.1
North	58	44	+ 7.5	South	51	34	+ 6.9
TOTAL	103	75	+ 7.5	TOTAL	110	70	+ 5.1
Ontario:				Alberta:			
East	73	60	+15.9	North	43	26	+ 5.0
North	36	31	+16.2	South	63	50	+ 5.9
West	69	52	+12.1	TOTAL	106	76	+ 5.6
TOTAL	178	143	+14.3	British Columbia:	55	42	+13.2
				CANADA	728	542	+ 9.3

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
November, 1945	181.4	174.1	192.7	180.1	165.2	201.5	192.2	186.7	162.6
1944									
December	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.4	174.1	192.7	180.1	165.2	201.5	192.2	186.7	162.6
% Change, Jan.-Nov., 1945 / Jan.-Nov., 1944 ..	+ 6.5	-	+ 7.9	+ 5.5	+ 8.9	+ 4.2	+ 3.8	+ 5.7	+10.0

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Dominion Statistician: Herbert Marshall, B.A., F.S.S.
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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, DECEMBER, 1945

December, 1945 sales of Canada's country general stores were 6 per cent higher than sales in December, 1944 and 15 per cent above November, 1945 volume. The December increase over a year ago, although somewhat below the 11 and 9 per cent increases which occurred in October and November, was almost identical with the 6.5 per cent gain in sales for the full year 1945 over 1944. Results for December are based on reports from 721 general merchants carrying on business in the smaller communities and rural areas of the Dominion. Unadjusted indexes (on the base, 1935-1939=100) stood at 208.7 for December, 1945, 196.5 for December, 1944 and 181.6 for November, 1945.

The Maritime Provinces, Ontario and British Columbia recorded the largest increases, gains ranging from 10 to 12 per cent. Annual increases also, in these areas, exceeded those for other sections of the country. A 6 per cent increase in Quebec for December was similar to the gain in that province for the year. Stores located in the Prairie Provinces were not able to expand sales volume above December, 1944 to any appreciable extent. Manitoba, which had experienced an 11 per cent increase in November, reported sales only 1 per cent greater in December, 1945, than in the same month of the previous year. Alberta sales in December, 1945, were higher by 3 per cent than the dollar volume in December, 1944, but Saskatchewan stores did 1 per cent less business in the same comparison. Cumulative results for the year showed comparatively minor gains, ranging from 3 to 6 per cent, for the Prairie Provinces.

The index with adjustment for differences in number of business days and for normal seasonal variations did not deviate substantially from indexes recorded in the immediately preceding months, standing at 173.6 for the month under review.

Percentage Change in Country General Store Sales, by Regions

Region	December, 1945 / December, 1944			Region	December, 1945 / December, 1944		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	124	93	+11.3	Manitoba:	54	32	+ 0.9
Quebec:				Saskatchewan:			
South	47	30	+ 4.5	North	55	33	+ 1.4
North	56	38	+ 5.9	South	53	20	- 3.7
TOTAL	103	68	+ 5.5	TOTAL	108	53	- 0.5
Ontario:				Alberta:			
East	72	55	+11.2	North	45	26	+ 4.3
North	37	26	+ 9.3	South	59	41	+ 2.8
West	68	53	+10.2	TOTAL	104	67	+ 3.4
TOTAL	177	134	+10.3	British Columbia:	51	34	+12.0
				CANADA	721	481	+ 6.2

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	128.8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
December, 1944	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
December, 1945	208.7	173.6	241.3	205.0	188.1	216.0	196.0	224.9	210.0
1945									
January	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
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May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
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November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	208.7	173.6	241.3	205.0	188.1	216.0	196.0	224.9	210.0
% Change, Jan.-Dec., 1945 / Jan.-Dec., 1944 ..	+ 6.5	-	+ 8.4	+ 5.5	+ 9.0	+ 3.8	+ 3.3	+ 5.5	+10.2

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OTTAWA, CANADA

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Vol. 10 - No. 1 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JANUARY, 1946

Sales of country general stores in Canada were 9 per cent higher in January, 1946 than in January, 1945. Recession from the high level of trading in the immediately preceding month of December, 1945 amounted to 34 per cent, a trend which is fairly consistent with the normal December-January movement. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 138.6 for January, 1946, 127.0 for January, 1945, and 209.7 for December, 1945. Results for the month under review are based on reports from 710 general merchants located in the smaller communities and rural areas of the country.

A 20 per cent increase for British Columbia stores, between January of the two years, featured the regional results. Sizable gains, it may be noted, were experienced by stores located in widely dispersed sections of the province. A 14 per cent increase for country general stores in the Maritime Provinces in January follows a series of rather substantial gains in the late months of 1945 over 1944. These stores have not exhibited the same levelling-off tendencies apparent in recent results for many types of specialty stores in the larger population centres of that region. Increases in Quebec and Ontario were 10 and 11 per cent respectively, and gains for the various divisions of these two provinces revealed a marked degree of uniformity. In the Prairie Provinces, there was little change in sales volume between January of this year and last. The over-all gain of 5 per cent for Alberta was due mainly to a 12 per cent increase in northern areas of that province. Saskatchewan stores did 2 per cent more business than in January, 1945, while a decrease of 1 per cent occurred in Manitoba.

The adjusted index, taking into account differences in number of business days and normal seasonal variations, moved upward to a new high mark of 180.7 in January of this year. The previous peak in the adjusted series was recorded for March, 1945 when the index reached 179.7. The January index for the current year represented an advance from the December, 1945 index of 174.3.

Percentage Change in Country General Store Sales, by Regions

Region	January, 1946 / January, 1945			Region	January, 1946 / January, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	121	92	+13.8	Manitoba:	54	30	- 1.1
Quebec:				Saskatchewan:			
South	44	31	+ 9.6	North	59	36	+ 2.0
North	58	41	+ 9.4	South	51	32	+ 3.0
TOTAL	102	72	+ 9.5	TOTAL	110	68	+ 2.3
Ontario:				Alberta:			
East	68	52	+ 9.3	North	42	28	+11.9
North	39	28	+10.3	South	56	30	+ 1.4
West	65	54	+12.1	TOTAL	98	58	+ 5.4
TOTAL	172	134	+10.7	British Columbia:	53	48	+20.4
				CANADA	710	502	+ 9.1

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.3
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6
January, 1944	119.5	160.5	140.8	119.1	116.3	104.7	112.0	122.5	114.1
January, 1945	127.0	166.0	152.9	123.6	122.5	110.6	121.3	129.4	124.9
1945									
February	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.6	180.7	173.9	135.3	135.6	109.4	124.1	136.3	150.4
% Change, January, 1946 / January, 1945	+ 9.1	-	+13.7	+ 9.5	+10.7	- 1.1	+ 2.3	+ 5.3	+20.4

(a) Not available.

-D -03

MERCHANDISING BAROMETRICS FILE 'C'

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: Herbert Marshall, B.A., F.S.S.
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Vol. 10 - No. 2 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1946

February sales of country general stores were practically unchanged from January and were 10 per cent higher than in February a year ago. The margin of increase over February last year was about on a par with that recorded in the corresponding January comparison, cumulative sales for the first two months of 1946 standing 9.3 per cent above the similar two-month period a year ago. Unadjusted indexes of sales on the base, 1935-1939 = 100 stood at 139.8 for February, 138.1 for January and at 127.3 for February, 1945.

In continuation of the marked increase recorded in British Columbia in January, February sales in this province gained 23 per cent over February of last year. Much more moderate gains were recorded in all other regions, percentage changes in sales in February of this year compared with last standing at 10 per cent for Alberta, 11 per cent for Saskatchewan, 6 per cent for Manitoba, 8 per cent for Ontario, 8 per cent for Quebec and 9 per cent for the Maritime Provinces.

The index of sales, adjusted for differences in number of business days and for normal seasonal movements, advanced from 180.0 in January to 187.8 in February.

These results are based on returns received from a sample group of 718 stores, carrying a general line of merchandise and located in places of 2,000 population or less.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1946 / February, 1945			Region	February, 1946 / February, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	91	+ 8.5	Manitoba:	54	37	+ 5.6
Quebec:				Saskatchewan:			
South	48	28	+ 2.9	North	61	47	+ 8.7
North	52	39	+10.2	South	48	40	+13.9
TOTAL	100	67	+ 7.9	TOTAL	109	87	+10.7
Ontario:				Alberta :			
East	68	46	+ 7.8	North	41	26	+ 9.8
North ...	39	26	+10.7	South	64	52	+10.8
West	66	49	+ 7.7	TOTAL	105	78	+10.4
TOTAL	173	121	+ 8.4	British Columbia:	51	43	+23.2
				CANADA	718	524	+ 9.8

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944	124.1	162.3	148.0	124.8	121.3	118.2	112.9	121.3	117.3
February, 1945	127.3	172.0	158.8	124.9	122.8	123.0	113.7	125.9	122.3
1945									
March	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.8	172.3	134.7	133.2	129.9	125.8	139.0	150.7
% Change, Jan.-Feb., 1946	+ 9.3	-	+ 9.4	+ 8.7	+ 9.6	+ 2.8	+ 6.2	+ 8.8	+21.2
Jan.-Feb., 1945									

(a) Not available.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MARCH, 1946

Country general store sales in Canada were 20 per cent higher in March than in February and gained 6 per cent over March, 1945. The margin of increase between March of the two years was smaller than those recorded in the first two months of this year, the average gain for the first quarter of 1946 compared with the similar period of 1945 standing at 8 per cent. On an average daily sales basis, March business would have shown expansion equivalent to that recorded in the earlier months of the year, since there was one more business day in March last year than in the month under review. Unadjusted indexes (on the base, 1935 to 1939=100) stood at 167.7 for March, 1946, 139.8 for February, 1946 and 158.2 for March, 1945.

A review of the increases between March of last year and this for the various provinces reveals higher gains for British Columbia than for other parts of the country. March sales in that province gained 13 per cent over March a year ago. A fair degree of uniformity was apparent among the increases for other provinces. Apart from a minor gain of 2 per cent in Saskatchewan, sales increases ranged from 4 to 8 per cent. Cumulative results for the first quarter of this year show British Columbia sales up 18 per cent, a gain which far exceeds increases for other provinces. Manitoba and Saskatchewan sales were up 4 and 5 per cent respectively in the first quarter of this year over last, while gains in other provinces were very close to the 8 per cent increase for Canada during the similar period.

When adjusted for differences in the number of business days and for normal seasonal variations, the index moved upward to 196.0 in March, establishing a new peak in the adjusted series. Adjusted indexes stood at 187.9 in February and 180.0 in January of this year, while an index of 179.7 was recorded in March, 1945.

Percentage Change in Country General Store Sales, by Regions

Region	March, 1946 / March, 1945			Region	March, 1946 / March, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	127	85	+ 7.9	Manitoba:	51	32	+ 5.6
Quebec:				Saskatchewan:			
South	48	26	+ 4.2	North	60	36	+ 1.1
North	55	39	+ 8.0	South	52	33	+ 3.8
TOTAL	103	65	+ 6.8	TOTAL	112	69	+ 2.1
Ontario:				Alberta:			
East	68	44	+ 6.1	North	47	27	+ 1.2
North	38	22	+ 8.8	South	62	40	+ 6.3
West	64	36	+ 1.1	TOTAL	109	67	+ 4.4
TOTAL	170	102	+ 4.6	British Columbia:	56	42	+12.9
				CANADA ...	728	462	+ 6.0

INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
March, 1943	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944	139.9	163.5	156.1	155.0	133.3	133.3	123.4	130.8	135.6
March, 1945	158.2	179.7	175.8	167.9	156.8	151.2	141.7	148.7	154.4
1945									
April	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.9	170.4	135.7	133.6	130.4	126.0	138.4	151.3
March	167.7	196.0	189.7	179.3	164.0	159.7	144.7	155.2	174.3
% Change,									
Jan.-Mar., 1946 .. / Jan.-Mar., 1945 ..	+ 8.0	-	+ 8.5	+ 8.2	+ 7.7	+ 4.1	+ 4.7	+ 7.0	+18.1

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Vol. 10 - No. 4 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, APRIL, 1946

Country general store sales in Canada averaged 11 per cent higher in April than in March and were almost 17 per cent above the volume of business transacted in April a year ago. The 17 per cent increase over April a year ago compares with a gain of 6 per cent in March of this year over last and with a gain of approximately 11 per cent in the cumulative comparison for the first four months of the current year over the corresponding four-month period of 1945. The more substantial gain recorded in the April results may be attributed to various factors. There was one more business day in April of this year than last. Furthermore the late Easter date this year had a favourable effect upon retail purchasing when compared with 1945 when the Easter business fell entirely in the month of March. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 187.2 for April, 1946 compared with 168.8 for March and 160.1 for April a year ago.

While all sections of the country reported increased sales, the gains recorded in the western provinces were outstanding. Saskatchewan sales were up by 26 per cent while Alberta and British Columbia both reported increases of 24 per cent. Manitoba sales were up by 18 per cent while a uniform increase of 13 per cent was reported by the Maritime Provinces, Quebec and Ontario.

When adjusted for differences in the number of business days and for normal seasonal variations, the index moved upward 197.3 for March to 202.1 for April, surpassing the March peak by 4.8 points.

Percentage Change in Country General Store Sales, by Regions

Region	April, 1946 / April, 1945			Region	April, 1946 / April, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces;	122	88	+12.9	Manitoba;	51	38	+17.6
Quebec;				Saskatchewan;			
South ...	43	31	+14.8	North	59	54	+25.5
North ...	53	39	+11.9	South	48	41	+25.5
TOTAL	96	70	+12.8	TOTAL	107	95	+25.5
Ontario;				Alberta;			
East	66	47	+ 7.2	North	45	36	+25.1
North ...	41	36	+22.6	South	60	57	+22.6
West	67	53	+12.6	TOTAL	105	93	+23.5
TOTAL	174	136	+13.2	British Columbia;	53	47	+23.5
				CANADA	708	567	+16.9

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.0	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	155.8	175.7	167.0	166.7	139.8	158.4	152.0	165.8	137.1
April, 1945	160.1	178.2	176.4	181.0	146.9	159.0	142.1	156.8	145.3
1945									
May	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.9	170.4	135.7	133.6	130.4	126.0	138.4	151.3
March	168.8	197.3	191.0	180.8	165.6	158.4	144.9	156.4	177.0
April	187.2	202.1	199.2	204.2	166.3	187.0	178.3	193.7	179.4
% Change, Jan.-Apr., 1946 / Jan.-Apr., 1945	+10.7	-	+ 9.9	+ 9.8	+ 9.5	+ 7.8	+10.4	+11.8	+20.0

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MAY, 1946

Country general store sales in Canada were 14 per cent higher in May, 1946 than in April and stood 17 per cent above May, 1945. The increase over May, 1945 was on a par with the gain recorded in April of this year compared with last. The average gain for the first quarter of this year over last was only 8 per cent but, when the 17 per cent increases for the two later months are included, the cumulative gain for the first five months stands at 12 per cent. Heavy sales of feed, building supplies and materials, were mentioned by some retailers to be among the more important factors contributing to the recent sales expansion. Unadjusted indexes (on the base, 1935 to 1939 = 100) stood at 213.4 for May, 1946, 186.7 for April, 1946 and 182.1 for May, 1945.

The increases throughout all sections of the country were unusually uniform and provincial average increases were in almost all cases very close to the average gain for the country as a whole. British Columbia, where a pronounced sales increase of 26 per cent occurred between May of 1945 and 1946, was the single exception.

A slight recession took place in the adjusted index which moved from 201.5 in April of this year to 196.4 in the month under review.

Percentage Change in Country General Store Sales, by Regions

Region	May, 1946 / May, 1945			Region	May, 1946 / May, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	97	+15.9	Manitoba:	52	44	+15.0
Quebec:				Saskatchewan:			
South	43	30	+13.2	North	61	52	+13.6
North	55	45	+17.2	South	52	43	+16.2
TOTAL	98	75	+15.9	TOTAL	113	95	+14.5
Ontario:				Alberta:			
East	66	52	+19.9	North	48	30	+ 9.7
North	40	32	+22.1	South	57	51	+21.2
West	64	57	+17.7	TOTAL	105	81	+16.8
TOTAL	170	141	+19.5	British Columbia:	54	45	+26.0
				CANADA	718	578	+17.2

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INDEXES OF COUNTRY GENERAL STORE SALES (Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
May, 1936	104.0	96.1	109.9	104.5	111.3	92.7	98.8	96.9	102.9
" 1937	113.1	104.5	123.4	120.2	121.2	98.9	101.9	97.1	110.9
" 1938	111.0	105.6	123.8	124.3	114.3	100.9	92.0	93.6	112.4
" 1939	108.0	99.8	117.5	122.2	113.5	96.7	87.8	92.1	108.0
" 1940	116.5	106.8	123.6	132.9	120.2	100.7	98.6	105.8	111.1
" 1941	126.9	112.7	133.4	148.2	132.6	116.1	102.8	111.6	116.8
" 1942	143.5	131.8	152.7	172.9	145.5	132.4	115.7	126.6	124.6
" 1943	162.8	150.4	180.6	189.7	158.4	159.4	137.7	145.[illegible]	141.4
" 1944	180.2	166.5	206.8	211.5	167.7	174.5	155.3	160.1	157.5
" 1945	182.1	168.5	210.5	206.6	163.8	167.5	163.7	169.2	176.1
1945									
June	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	205.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.9	170.4	135.7	133.6	130.4	126.0	138.4	151.3
March	168.8	197.3	191.0	180.8	165.6	158.4	144.9	156.4	177.0
April	186.7	201.5	194.6	202.7	167.3	188.7	179.1	194.3	178.6
May	213.4	196.4	244.0	239.5	195.7	192.5	187.5	197.6	222.0
% Change, Jan.-May, 1946 / Jan.-May, 1945	+12.2	-	+10.8	+11.2	+11.9	+ 9.7	+11.5	+13.1	+21.4

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Vol. 10 - No. 6 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JUNE, 1946

Country general store sales in Canada were approximately 5 per cent lower in June than in May but were 10 per cent higher than in June, 1945. The increase over June a year ago was about on a par with the average gain for the first six months of this year compared with last which amounted to 12 per cent. Unadjusted indexes of sales, on the base 1935-1939 = 100, stand at 201.9 for June compared with 212.7 for May and 183.5 for June, 1945.

Sales in the southern part of Quebec province were unchanged from June a year ago. All other sections of the country for which separate figures are compiled registered increases ranging as high as 16 per cent for the northern part of Ontario. The index of sales, when adjusted for number of business days and for normal seasonal movements, stood at 197.6 for June, practically unchanged from 195.7 recorded for May and slightly above the average level during the first half of the year as indicated by an average seasonally adjusted index of 193.3 for the first six months of 1946.

Percentage Change in Country General Store Sales, by Regions

Region	June, 1946 / June, 1945			Region	June, 1946 / June, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	131	90	+13.4	Manitoba:	51	43	+12.9
Quebec:				Saskatchewan:			
South	43	18	- 0.4	North	63	50	+11.4
North	53	38	+ 9.3	South	51	41	+12.9
TOTAL	96	56	+ 6.2	TOTAL	114	91	+12.0
Ontario:				Alberta:			
East	66	45	+ 8.2	North	49	26	+ 5.6
North	39	32	+15.7	South	62	49	+10.2
West	63	45	+ 9.1	TOTAL	111	75	+ 8.4
TOTAL	168	122	+10.4	British Columbia:	57	43	+12.6
				CANADA	728	520	+10.0

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
June, 1936	100.4	97.2	101.7	106.5	103.8	94.4	92.1	93.9	102.7
June, 1937	109.4	106.0	109.9	122.3	110.8	100.9	96.8	96.9	117.6
June, 1938	110.9	107.1	104.1	125.8	109.3	110.9	101.4	100.7	117.1
June, 1939	102.4	98.0	100.1	114.5	103.5	99.0	86.0	93.8	114.9
June, 1940	110.2	106.9	104.8	125.0	110.4	102.5	97.5	104.8	115.1
June, 1941	115.8	116.1	108.2	134.4	114.7	111.7	102.7	108.7	116.9
June, 1942	133.1	129.2	128.1	160.5	131.8	130.2	107.7	122.2	133.4
June, 1943	153.9	150.6	154.7	177.7	142.3	150.4	149.7	143.3	141.4
June, 1944	170.0	164.4	178.1	198.5	147.4	155.4	165.3	161.9	167.3
June, 1945	183.5	172.6	193.4	212.0	165.7	165.0	168.8	176.6	185.0
1945									
July	182.0	176.1	191.7	203.5	174.6	167.3	169.5	176.1	167.5
August	187.6	171.8	203.8	199.8	175.5	167.0	182.6	190.4	179.0
September	176.5	165.2	177.3	171.0	162.5	181.9	190.0	192.5	173.1
October	192.3	172.1	190.4	203.2	154.8	195.6	219.5	209.6	183.0
November	181.6	174.2	195.8	179.9	164.6	200.4	192.2	186.2	162.6
December	209.7	174.3	240.4	205.8	188.2	221.6	198.0	227.3	208.3
1946									
January	138.1	180.0	168.8	135.4	135.6	110.3	123.7	138.7	148.8
February	139.8	187.9	170.4	135.7	133.6	130.4	126.0	138.4	151.3
March	168.8	197.3	191.0	180.8	165.6	158.4	144.9	156.4	177.0
April	186.7	201.5	194.6	202.7	167.3	188.7	179.1	194.3	178.6
May	212.7	195.7	243.7	241.1	195.7	193.1	185.2	197.6	212.5
June	201.9	197.6	219.3	225.2	182.9	186.2	189.0	191.5	208.3
% Change,									
Jan.-June, 1946 / Jan.-June, 1945	+11.7	-	+11.2	+10.3	+11.6	+10.4	+11.3	+12.2	+18.6

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JULY, 1946
(1935-1939=100)

Country general store sales in Canada averaged 4 per cent higher in July than in June and were up 15 per cent compared with July a year ago according to reports received from a sample number of 725 stores selling a general line of merchandise and located in places of less than 2,000 population. The 15 per cent gain compared with July a year ago is slightly larger than the average increase for the first seven months of this year compared with last which amounted to 12 per cent. The July index of sales on the base 1935-1939=100 stands at 208.9 compared with 201.6 for June and 182.2 for July, 1945.

All regions of the country for which separate figures are compiled registered gains of considerable magnitude in July of this year compared with last. Increases of 18 per cent were recorded in British Columbia and Ontario. Sales in the Maritime Provinces were up 17 per cent while gains for other regions stand at 14 per cent for Quebec, 13 per cent for Alberta, 11 per cent for Saskatchewan and 8 per cent for Manitoba.

Percentage Change in Country General Store Sales, by Regions

Region	July, 1946 / July, 1945			Region	July, 1946 / July, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	124	98	+17.4	Manitoba:	57	41	+ 7.7
Quebec:				Saskatchewan:			
South	45	34	+12.7	North	57	47	+ 9.7
North	57	41	+14.2	South	51	41	+12.8
TOTAL	102	75	+13.7	TOTAL	108	88	+10.9
Ontario:				Alberta:			
East	68	52	+19.6	North	49	34	+10.2
North	37	33	+19.3	South	60	51	+15.2
West	66	56	+16.6	TOTAL	109	85	+13.3
TOTAL	171	141	+18.2	British Columbia:	54	40	+17.9
				CANADA	725	568	+14.7

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
July, 1936	102.0	95.7	102.4	107.3	108.3	102.1	89.5	95.0	103.1
July, 1937	116.6	105.7	119.7	129.8	125.6	112.3	96.2	98.2	118.6
July, 1938	111.1	104.4	103.4	124.5	118.6	112.9	97.8	97.4	110.6
July, 1939	104.9	99.0	97.8	120.6	109.2	106.4	88.9	93.7	106.7
July, 1940	111.2	104.7	103.5	129.2	119.3	105.9	91.8	101.0	107.6
July, 1941	125.9	117.6	120.1	149.0	131.5	123.3	103.1	114.4	116.7
July, 1942	141.2	130.9	133.6	169.1	143.9	139.1	119.7	130.4	125.1
July, 1943	164.0	153.1	165.9	186.9	158.3	166.9	152.1	157.4	138.5
July, 1944	170.6	160.1	177.7	195.1	160.5	165.6	158.9	163.1	152.1
July, 1945	182.2	176.4	191.4	203.9	174.6	170.1	169.9	175.7	167.6
1945									
August	186.1	170.5	201.0	198.5	174.6	168.8	180.2	187.1	180.2
September	175.4	164.2	176.6	169.3	161.9	181.2	190.2	191.0	170.1
October	191.5	171.4	189.7	202.5	154.0	194.4	218.7	208.5	182.4
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.9	195.6	224.7	231.9	206.4	183.2	188.3	199.0	197.6
% Change									
Jan.-July, 1946 ..	+12.2	-	+12.1	+10.9	+12.7	+10.2	+11.0	+12.4	+18.6
Jan.-July, 1945 ..									

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, AUGUST, 1946

(1935-1939=100)

Country general store sales in Canada averaged 5 per cent higher in August than in July and were up 18 per cent compared with August a year ago according to reports received from a sample number of 720 stores selling a general line of merchandise and located in places of less than 2,000 population. The 18 per cent increase in August, 1946 over August a year ago is the largest recorded this year in corresponding-month comparisons with 1945. The rate of expansion has increased gradually throughout the year and the cumulative gain for the first eight months of 1946 now amounts to 13 per cent, having advanced to that point from an average increase of 8 per cent in the first quarter of the year. The August index of sales was 219.3, a figure which compares with indexes of 186.1 in August, 1945 and 208.3 in July, 1946.

The margin of increase over August of last year was somewhat wider in western sections of the country. Increases in Saskatchewan, Alberta and British Columbia were all above 20 per cent and a high of 25 per cent was reached in the latter province. Manitoba stores had a sales increase of 17 per cent. Ontario's country general stores, which have maintained a high sales volume level in recent months, again recorded a prominent increase, sales being 19 per cent higher in August this year than last. Less pronounced, but nevertheless substantial, were gains of 15 and 14 per cent which occurred in the Maritime Provinces and Quebec respectively.

Percentage Change in Country General Store Sales, by Regions

Region	August, 1946 / August, 1945			Region	August, 1946 / August, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	128	99	+14.9	Manitoba:	54	43	+17.0
Quebec:				Saskatchewan:			
South	42	27	+ 7.3	North	52	42	+16.2
North	55	42	+16.3	South	51	47	+27.0
TOTAL	97	69	+13.4	TOTAL	103	89	+20.2
Ontario:				Alberta:			
East	72	61	+21.9	North	43	29	+14.7
North	39	32	+21.1	South	62	57	+25.9
West	67	57	+15.8	TOTAL	105	86	+21.6
TOTAL	178	150	+19.1	British Columbia:	55	47	+24.6
				CANADA	720	583	+17.8

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
August, 1936	108.3	100.2	103.6	103.5	108.1	122.1	114.8	106.8	108.6
August, 1937	111.5	106.3	107.3	118.4	112.5	121.6	99.0	109.5	113.6
August, 1938	110.1	101.8	102.5	113.1	108.0	121.6	108.3	111.5	111.5
August, 1939	107.7	99.7	102.4	108.0	104.8	114.2	109.0	112.2	109.1
August, 1940	118.4	105.5	112.6	121.5	122.5	117.4	113.6	122.2	112.8
August, 1941	131.6	121.0	126.1	144.2	131.4	137.1	122.1	130.0	120.8
August, 1942	146.6	135.3	145.8	162.7	143.8	145.3	133.1	147.4	134.1
August, 1943	157.2	149.5	159.7	173.9	148.2	153.7	154.4	154.2	140.8
August, 1944	174.6	161.1	181.6	185.2	155.3	167.8	180.6	182.9	165.0
August, 1945	186.1	170.5	201.0	198.5	174.6	168.8	180.2	187.1	180.2
1945									
September	175.4	164.2	176.6	169.3	161.9	181.2	190.2	191.0	170.1
October	191.5	171.4	189.7	202.5	154.0	194.4	218.7	208.5	182.4
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.3	196.0	230.9	225.1	207.9	197.4	216.6	227.6	224.6
% Change,									
Jan.-August, 1946 .. / Jan.-August, 1945 ..	+12.9	-	+12.6	+11.2	+13.6	+11.1	+12.2	+13.5	+19.3

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, OCTOBER, 1946

(1935-1939=100)

Retail trading in Canada's country general stores increased 7 per cent in October, 1946 over the same month a year ago and moved 9 per cent higher than in the preceding month of September. The increase between October of this year and last was somewhat below the average increase in sales for the first ten months of this year over the same period of 1945 which amounted to 12 per cent. These results are based on figures supplied by 721 general merchants located in small communities and rural areas throughout the country. Unadjusted indexes (on the base 1935-1939=100) stood at 205.1 for October, 1946, 191.5 for October, 1945 and 188.6 for September, 1946.

Many sections of the country, most of them in western Canada, experienced substantial expansion in sales during October this year. British Columbia, Alberta, southern Saskatchewan and northern Ontario were areas in which the largest gains occurred, increases ranging from 10 to 17 per cent. Sales of stores operating in northern Saskatchewan showed a reduction of 1 per cent below October, 1945. Increases elsewhere fell within the limits of 3 to 7 per cent.

Percentage Change in Country General Store Sales, by Regions

Region	October, 1946 / October, 1945			Region	October, 1946 / October, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	135	83	+ 6.4	Manitoba:	54	33	+ 5.6
Quebec:				Saskatchewan:			
South	44	22	+ 2.5	North	54	31	- 0.6
North	53	31	+ 4.8	South	48	31	+11.2
TOTAL	97	53	+ 4.1	TOTAL	102	62	+ 3.8
Ontario:				Alberta:			
East	67	41	+ 6.8	North	46	30	+10.4
North	41	31	+14.8	South	62	48	+11.5
West	64	47	+ 6.7	TOTAL	108	78	+11.1
TOTAL	172	119	+ 8.7	British Columbia	53	41	+16.6
				CANADA	721	469	+ 7.1

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
October, 1936	119.6	100.5	112.6	103.4	108.3	131.0	159.9	130.1	106.2
October, 1937	124.6	108.7	118.2	119.6	116.2	137.3	144.8	130.1	115.6
October, 1938	114.6	99.9	102.0	110.3	99.8	115.2	136.8	137.5	111.5
October, 1939	119.2	106.7	100.6	114.2	103.8	121.7	161.4	132.9	104.5
October, 1940	122.2	107.0	114.7	124.7	110.6	116.3	140.9	137.3	107.0
October, 1941	132.0	117.9	124.8	144.8	120.4	133.5	137.8	133.7	123.3
October, 1942	155.0	133.4	144.4	160.3	130.8	169.1	181.3	171.5	135.3
October, 1943	163.5	146.1	161.0	175.7	137.1	170.5	178.2	180.8	143.1
October, 1944	173.2	159.9	174.0	186.1	135.3	173.9	201.2	187.5	160.1
October, 1945	191.5	171.4	189.7	202.5	154.0	194.4	218.7	208.5	182.4
1945									
November	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.1	182.9	201.9	210.7	167.4	205.4	227.0	231.7	212.7
% Change,									
Jan.-Oct., 1946 / Jan.-Oct., 1945	+11.7	-	+11.4	+ 9.8	+12.2	+11.1	+11.1	+12.2	+18.2

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OTTAWA, CANADA

Dominion Statistician: Herbert Marshall
Director, Division of Census of Industry and Merchandising: W. H. Losee
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Vol. 10 - No. 11 16-4030

MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, NOVEMBER, 1946
(1935-1939=100)

Sales of country general stores in Canada for November, 1946 were 11 per cent higher than for November, 1945, but declined 2 per cent below the preceding month of October, 1946. The average increase in sales for the first eleven months of 1946 compared with the similar period of 1945 amounted to 12 per cent. Unadjusted indexes (on the base, 1935-1939=100) stood at 201.8 for November, 1946, 182.5 for November, 1945 and 205.4 for October, 1946. These results are based on sales reports of 708 general merchants located in small communities and rural areas throughout Canada.

The table below shows the increases for November, 1946 over November, 1945 in different sections of the country. British Columbia continues to lead other regions, and a 19 per cent increase in November compares with an average gain of 18 per cent for that province during the first eleven months of the year. The November increase of 16 per cent for Alberta exceeded the 13 per cent gain in the eleven-month cumulative comparison. Increases for Quebec were more moderate than those for other regions, in both the November and January-to-November comparisons.

Percentage Change in Country General Store Sales, by Regions

Region	November, 1946 / November, 1945			Region	November, 1946 / November, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	128	92	+11.1	Manitoba:	52	37	+11.6
Quebec:				Saskatchewan:			
South	43	29	+ 8.0	North	54	35	+ 7.5
North	53	29	+ 2.6	South	54	37	+11.2
TOTAL	96	58	+ 4.3	TOTAL	108	72	+ 8.9
Ontario:				Alberta:			
East	71	52	+11.0	North	44	38	+19.3
North	39	33	+15.0	South	59	46	+13.8
West	60	51	+11.9	TOTAL	103	84	+15.9
TOTAL	170	136	+12.3	British Columbia:	51	40	+18.6
				CANADA	708	519	+10.6

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
November, 1936	100.3	100.3	106.6	95.8	98.3	96.2	107.1	101.6	96.9
November, 1937	109.3	105.7	111.2	106.6	102.1	116.6	116.7	114.8	103.8
November, 1938	102.2	99.3	97.5	100.1	96.6	107.6	114.0	108.2	95.9
November, 1939	100.6	97.5	103.5	99.5	98.2	101.4	104.5	104.3	92.0
November, 1940	116.1	108.6	117.3	115.9	109.7	128.4	119.4	124.0	102.7
November, 1941	121.7	118.4	121.5	123.0	117.2	137.4	121.0	124.9	112.8
November, 1942	139.0	138.5	138.5	140.1	128.0	155.3	152.8	144.9	115.8
November, 1943	156.1	150.8	166.3	160.6	142.2	177.4	167.2	153.3	126.3
November, 1944	165.9	160.3	172.8	167.5	144.5	181.5	182.9	176.8	143.6
November, 1945	182.5	175.1	194.1	184.1	164.0	202.2	193.3	185.3	164.1
1945									
December	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.8	168.7	206.2	228.8	230.2	212.3
November	201.8	188.2	215.6	192.1	184.2	225.7	210.4	214.8	194.6
% Change,									
Jan.-Nov., 1946 / Jan.-Nov., 1945	+11.6	-	+11.6	+ 9.2	+12.3	+11.2	+10.9	+12.5	+18.2

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, DECEMBER, 1946

(1935-1939=100)

Sales of country general stores in Canada were 6.6 per cent higher in December, 1946 than in December, 1945 and were approximately 10 per cent above the November level according to reports received from a sample of 721 of these stores located in the smaller towns and rural areas and carrying a general line of merchandise. The increase in December, 1946 over 1945 was considerably less than the gains recorded in earlier months of the year, sales for the calendar year 1946 averaging 11 per cent above 1945. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stand at 223.4 for December, 202.3 for November, 1946 and 209.6 for December, 1945.

Increased sales in December, 1946 over 1945 were general throughout the country, gains ranging as high as 12.4 per cent for the northern districts of Ontario being reported. Regional increases for December, 1946 over 1945 with average gains for the year in brackets are as follows: Maritime Provinces, 3.5 per cent (10.6 per cent); Quebec, 7.1 per cent (9.1 per cent); Ontario, 7.9 per cent (11.8 per cent); Manitoba, 7.5 per cent (10.9 per cent); Saskatchewan, 3.6 per cent (10.2 per cent); Alberta, 6.1 per cent (11.9 per cent); British Columbia, 13.1 per cent (17.5 per cent).

Percentage Change in Country General Store Sales, by Regions

Region	December, 1946 / December, 1945		
	Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	120	66	+ 3.5
Quebec:			
South	44	26	+ 6.0
North	56	37	+ 7.7
TOTAL	100	63	+ 7.1
Ontario:			
East.....	71	43	+ 6.6
North	40	26	+12.4
West	67	44	+ 6.5
TOTAL	178	113	+ 7.9
Manitoba:	50	34	+ 7.5
Saskatchewan:			
North	61	34	+ 4.2
South	56	33	+ 2.7
TOTAL	117	67	+ 3.6
Alberta:			
North	40	24	+ 3.9
South	66	47	+ 7.5
TOTAL	106	71	+ 6.1
British Columbia:	50	39	+13.1
CANADA	721	453	+ 6.6

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskat-chewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
December, 1936	116.9	100.7	119.1	106.9	116.1	119.1	123.4	126.4	115.7
December, 1937	124.6	109.2	127.0	124.1	125.2	134.9	113.7	130.4	123.0
December, 1938	118.3	97.7	116.0	116.1	114.4	126.0	116.0	128.1	121.7
December, 1939	123.5	105.6	124.1	121.5	118.6	130.3	122.9	136.0	117.0
December, 1940	128.3	113.3	130.3	132.2	123.2	137.4	118.6	138.2	121.9
December, 1941	147.4	123.4	146.5	160.5	140.4	158.8	128.8	160.5	134.8
December, 1942	166.3	139.4	172.3	169.8	153.2	187.9	160.7	182.2	147.3
December, 1943	184.5	157.0	202.8	184.2	163.9	201.4	183.4	203.5	166.7
December, 1944	196.5	163.3	216.8	194.3	170.5	214.1	197.0	217.5	187.5
December, 1945	209.6	174.2	240.9	205.8	189.1	221.4	194.6	228.8	208.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.4	191.3	249.4	220.5	204.1	237.9	201.6	242.8	236.0
% Change,									
Jan.-Dec., 1946 / Jan.-Dec., 1945	+11.1	-	+10.6	+ 9.1	+11.8	+10.9	+10.2	+11.9	+17.5

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, JANUARY 1947
(1935-1939=100)

Country general store sales in Canada were 8 per cent higher in January, 1947 than in January, 1946 and were 34 per cent below the December, 1946 volume of business. These results were based on reports received from 689 general merchants located in small towns and rural areas. Unadjusted indexes (on the base, 1935-1939 100) stood at 148.7 for January, 1947, 137.6 for January, 1946 and 223.7 for December, 1946.

Increases were somewhat lower in the Prairie Provinces, and higher elsewhere, than the average gain for the country as a whole. Quebec led other provinces with a gain of 12 per cent while, at the other end of the scale, Saskatchewan reported a minor gain of only 2 per cent above January a year ago.

Percentage Change in Country General Stores Sales, by Regions

Region	January, 1947 / January, 1946: Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	19	76	+8.4
Quebec:			
South	45	31	+11.8
North.....	53	40	+11.6
Total	98	71	+11.7
Ontario:			
East	69	44	+9.5
North	39	27	+12.3
West	62	39	+8.0
TOTAL	170	110	+9.5

Region	January, 1947 / January, 1946: Number of stores reporting	Number reporting an increase	Per cent change
Manitoba:	50	34	+6.3
Saskatchewan:			
North	54	31	+2.2
South	45	25	+1.2
TOTAL	99	56	+1.8
Alberta:			
North	43	23	+0.2
South	61	41	+7.1
TOTAL	104	64	+4.4
British Columbia....	49	29	+10.3
CANADA	689	440	+8.1

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
January, 1936	(a)	(a)	(a)	(a)	74.1	67.5	63.2	70.8	(a)
January, 1937	77.3	101.9	89.5	75.2	80.2	72.9	66.8	73.8	82.9
January, 1938	78.2	106.0	89.9	79.5	79.1	75.9	65.0	74.9	83.4
January, 1939	73.1	99.5	80.5	73.7	75.1	68.7	63.7	70.0	79.0
January, 1940	81.7	107.9	92.0	84.0	83.3	76.0	70.7	78.6	83.5
January, 1941	83.9	108.3	89.2	88.1	86.7	81.3	68.6	82.7	87.5
January, 1942	101.2	127.4	104.7	104.1	106.6	101.2	84.9	101.8	102.6
January, 1943	109.7	143.4	122.9	110.8	111.3	112.5	94.2	108.9	106.6
January, 1944	119.5	160.5	140.8	119.1	116.3	104.7	112.0	122.5	114.1
January, 1945	126.6	165.5	152.2	123.4	121.3	111.4	120.8	128.7	125.7
January, 1946	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
1946									
January	137.6	179.4	168.0	135.2	134.3	111.1	123.2	138.0	149.7
February	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	194.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241.2	235.5
1947									
January	148.7	192.3	182.1	151.0	147.1	118.1	125.5	144.1	165.2
% Change, January, 1947 / January, 1946	+8.1	-	+8.4	+11.7	+9.5	+6.3	+1.9	+4.4	+10.4

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1947
(1935-1939=100)

February sales in country general stores throughout Canada moved 1 per cent ahead of volume for January and were 8 per cent above sales in February of last year. The increase over February a year ago was about the same as the gain which took place in January and represents a continuation of the moderate but steady advancement in sales which general merchants in small localities and rural areas have enjoyed in recent months. Unadjusted indexes (on the base, 1935-1939=100) stood at 150.7 for February, 1947, 140.2 for February, 1946 and 149.2 for January, 1947.

The underlying level of trade was at a high point in February and the index adjusted for seasonal variations stood at 202.5. February was only the second month in which the adjusted index has exceeded the 200 per cent mark in relation to the five-year base period 1935-1939, April, 1946 being the only other instance when this occurred.

Stores located in Ontario reported an increase of 13 per cent, somewhat higher than the overall increase for the country as a whole. Saskatchewan stores, on the other hand, increased their sales by less than 1 per cent over February a year ago. In all other sections of the country sales increases were fairly close to the average gain of 8 per cent.

Percentage Change in Country General Store Sales, by Regions

Region	February, 1947 / February, 1946			Region	February, 1947 / February, 1946		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	127	79	+ 6.0	Manitoba:	49	28	+ 6.4
Quebec:				Saskatchewan:			
South	46	25	+ 7.0	North	56	31	+ 0.3
North	57	36	+ 9.5	South	50	29	+ 1.2
Total	103	61	+ 8.7	Total	106	60	+ 0.6
Ontario:				Alberta:			
East	68	47	+12.0	North	46	27	+ 4.8
North	40	29	+13.7	South	59	41	+ 6.6
West	63	43	+12.5	Total	105	68	+ 5.9
Total	171	119	+12.6	British Columbia:	52	30	+ 8.8
				CANADA	713	445	+ 7.5

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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
February, 1936	(a)	(a)	(a)	(a)	76.2	65.9	63.5	68.6	(a)
February, 1937	75.0	103.3	82.0	74.9	82.0	67.1	65.7	69.3	77.5
February, 1938	77.7	107.0	87.2	78.2	80.4	75.9	68.5	71.2	81.2
February, 1939	70.8	97.6	76.7	72.7	73.4	67.0	61.4	65.2	77.9
February, 1940	79.7	105.7	92.2	79.0	82.7	75.2	68.9	75.8	81.8
February, 1941	82.1	110.8	95.0	84.9	84.6	76.6	66.8	78.2	84.1
February, 1942	95.1	128.5	105.4	99.1	100.7	91.9	76.4	91.5	94.1
February, 1943	110.2	149.1	124.6	112.0	110.0	110.7	96.9	112.5	100.7
February, 1944	124.1	162.3	148.0	124.8	121.3	118.2	112.9	121.3	117.3
February, 1945	127.6	172.4	158.4	125.2	124.1	122.8	113.8	126.0	122.5
February, 1946	140.2	188.4	170.0	136.0	135.0	130.2	126.1	138.5	151.5
1946									
March	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241.2	235.5
1947									
January	149.2	193.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	150.7	202.5	180.1	147.8	152.1	138.6	126.9	146.6	164.8
% Change, Jan.-Feb., 1947 / Jan.-Feb., 1946 ..	+ 8.0	-	+ 8.5	+ 9.9	+11.2	+ 6.6	+ 1.2	+ 5.8	+ 8.6

(a) Not available.

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, MARCH, 1947
(1935-1939=100)

Country general store sales in Canada in March were 18 per cent above those for February and 6 per cent higher than in March a year ago. Unadjusted indexes (on the base 1935-1939=100) stood at 178.4 for March, 1947, 168.9 for March, 1946 and 151.1 for February of this year. These results are based on returns from 692 general merchants operating in the smaller communities and rural areas throughout the country.

A 15 per cent increase was reported for British Columbia, the gain exceeding by a fair margin increases in other sections of the country. Manitoba and Saskatchewan increases also exceeded the Canada average of 6 per cent. Results for Quebec, Ontario and Alberta showed increases which approximated the overall increase for the country. In Ontario, however, there were marked differences for certain sections of the province, northern areas showing a major increase of 15 per cent while in western Ontario sales declined 1 per cent compared with March a year ago. Sales in the Maritime Provinces were only slightly ahead of last year's volume for the same month.

Percentage Change in Country General Store Sales, by Regions

Region	March, 1947 / March, 1946			Region	March, 1947 / March, 1946		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	65	+ 1.1	Manitoba:	51	37	+ 9.5
Quebec:				Saskatchewan:			
South	44	27	+ 6.5	North	62	39	+ 9.3
North	51	23	+ 2.4	South	46	26	+ 5.9
Total	95	50	+ 3.7	Total	108	65	+ 8.0
Ontario:				Alberta:			
East	65	37	+ 5.1	North	45	24	+ 6.7
North	38	26	+15.2	South	58	34	+ 5.4
West	62	27	- 1.3	Total	103	58	+ 5.9
Total	165	90	+ 4.7	British Columbia:	44	33	+15.2
				CANADA	692	398	+ 5.6

Year's Subscription, $1.00
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INDEXES OF COUNTRY GENERAL STORE SALES--(Average for 1935-1939 = 100)

A. Unadjusted. B. Index adjusted for number of business days and seasonal variations.

Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
March, 1936	78.8	96.2	84.0	78.6	81.6	72.3	71.3	77.3	85.0
March, 1937	89.3	105.7	92.6	92.6	91.9	84.1	81.3	85.2	92.5
March, 1938	90.0	106.3	90.7	99.5	93.5	88.2	75.1	83.1	92.4
March, 1939	82.8	97.1	83.6	91.0	83.1	81.5	71.2	77.1	88.4
March, 1940	89.6	105.7	93.5	94.2	89.6	87.1	80.4	86.9	93.6
March, 1941	95.0	111.8	98.1	104.4	97.0	92.4	78.6	89.1	98.8
March, 1942	108.7	131.9	108.8	123.2	110.6	105.8	91.7	102.0	105.7
March, 1943	123.7	145.4	136.2	138.4	123.8	120.5	99.3	113.6	122.3
March, 1944	139.9	163.5	156.1	155.0	133.3	133.3	123.4	130.8	135.6
March, 1945	158.2	179.6	174.2	169.7	156.5	149.3	141.2	148.9	155.3
March, 1946	168.9	197.3	189.3	182.7	165.3	156.4	144.4	156.6	178.1
1946									
April	187.3	202.2	194.8	204.0	169.2	185.9	179.0	194.8	179.9
May	212.6	195.7	243.7	241.3	196.9	191.9	183.9	196.0	213.9
June	201.6	197.3	220.5	226.8	181.1	189.8	186.8	187.8	208.3
July	208.3	195.0	225.7	231.2	207.3	182.9	186.7	195.9	196.3
August	219.6	196.3	230.6	225.9	207.5	198.7	217.3	228.7	223.8
September	188.6	181.0	190.0	176.9	169.1	211.2	212.7	199.2	190.1
October	205.4	183.2	204.8	208.6	168.7	206.2	228.8	230.2	212.3
November	202.3	188.7	214.0	194.4	184.4	226.6	210.6	217.8	191.5
December	223.7	191.6	251.6	220.9	204.6	237.6	202.0	241.2	235.5
1947									
January	149.2	193.0	186.5	150.3	147.4	118.7	125.3	145.8	162.3
February	151.1	203.0	179.7	148.3	152.7	137.8	129.1	146.3	164.5
March	178.4	209.7	191.4	189.4	173.1	171.2	155.9	165.8	205.0
% Change, Jan.-Mar., 1947 / Jan.-Mar., 1946 ..	+ 7.2	-	+ 5.7	+ 7.5	+ 8.9	+ 7.5	+ 4.2	+ 5.7	+11.0

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MONTHLY INDEXES OF COUNTRY GENERAL STORE SALES, APRIL, 1947
(1935-1939=100)

Total sales of general merchants in the smaller communities and rural areas of Canada were 3 per cent higher in April, 1947 than in April, 1946 and increased 8 per cent over March, 1947. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 193.5 for April, 1947, 187.3 for April, 1946 and 178.6 for March, 1947.

There was a decided lack of uniformity in the sales increases for different sections of the country. British Columbia continued to lead other areas with a gain of 11 per cent in April. Stores located in the Maritime Provinces recorded an average increase of 8 per cent. Throughout the northern and western parts of Ontario sales were quite high, averaging 10 per cent above April a year ago, but eastern Ontario merchants barely maintained their sales volume at last year's level. Saskatchewan alone among the Prairie Provinces reported lower sales this year than last, though increases in Manitoba and Alberta were quite moderate and a decline occurred in the northern section of Alberta. Quebec stores had approximately the same volume of trade in April this year as in April, 1946.

Percentage Change in Country General Store Sales, by Regions

Region	April, 1947 / April, 1946			Region	April, 1947 / April, 1946		
	Number of stores reporting	Number reporting an increase	Per cent change		Number of stores reporting	Number reporting an increase	Per cent change
Maritime Provinces:	126	76	+ 7.8	Manitoba:	51	29	+ 1.1
Quebec:				Saskatchewan:			
South	48	22	- 2.2	North	48	14	- 7.3
North	52	20	+ 1.1	South	52	22	+ 0.6
Total	100	42	(a)	Total	100	36	- 4.4
Ontario:				Alberta:			
East	65	25	+ 0.2	North	46	23	- 2.4
North	44	27	+10.5	South	64	40	+ 7.7
West	69	51	+10.4	Total	110	63	+ 3.9
Total	178	103	+ 7.0	British Columbia:	52	34	+11.1
				CANADA	717	383	+ 3.3

(a) Change of less than 0.1 per cent.

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Year and Month	CANADA		Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	A	B	A	A	A	A	A	A	A
April, 1936	89.3	96.4	91.4	84.0	96.1	79.5	86.3	90.4	95.4
April, 1937	97.2	104.1	100.3	95.0	100.4	87.4	94.2	97.2	103.3
April, 1938	102.3	106.8	98.6	104.9	104.2	102.0	97.0	103.3	104.7
April, 1939	89.4	97.0	88.0	88.6	87.8	91.1	84.8	93.8	99.4
April, 1940	95.7	103.5	95.0	95.5	96.9	100.2	91.3	93.6	102.3
April, 1941	108.2	117.0	103.6	117.9	111.2	108.4	93.7	110.0	105.2
April, 1942	124.1	133.7	118.9	139.2	129.0	126.3	104.8	121.8	113.9
April, 1943	141.2	151.0	143.5	149.9	134.4	151.4	133.0	145.3	129.8
April, 1944	155.8	175.7	167.0	166.7	139.8	158.4	152.0	165.8	137.1
April, 1945	160.7	178.9	176.5	182.2	148.6	156.7	142.0	157.2	146.3
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% Change, Jan.-Apr., 1947 / Jan.-Apr., 1946 .	+ 6.1	-	+ 6.4	+ 5.3	+ 8.3	+ 5.4	+ 1.5	+ 5.1	+11.0